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UNITED NATIONS EDUCATIONAL,
SCIENTIFIC AND CULTURAL ORGANIZATION

INTERNATIONAL ROUND TABLE ON THE THEME
"HOW THE HANDICAPPED ARE PRESENTED TO THE GENERAL PUBLIC"

Held at Unesco House, Paris, on 1 June 1977

FINAL REPORT

by

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UNESCO wishes to thank

Madame Valéry GISCARD d'ESTAING, who honoured with her presence the morning meeting of 1 June 1977 and opened the exhibition of posters and photographs;

Monsieur René LENOIR, Secretary of State for Health and Social Welfare who introduced the theme of the discussion;

and the National Commissions of those of its Member States that were associated with this activity and gave it their support.

Part 1
Result
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"How the Handicapped are presented to the General Public"

I. Round Table: Wednesday, 1 June 1977

9 a.m. Opening of the Round Table by Mr. John E. Fobes, Deputy Director-General of Unesco, in the presence of Madame Valéry Giscard d'Estaing.

Speech by M. René Lenoir, Secretary of State for Health and Social Welfare (France).

Introductory address by M. Bernard Blin, Chairman of the Information Committee of the French National Commission for Unesco.

9.45 a.m. Speeches by the representatives of the National Commissions for Unesco of Austria, Canada, Denmark, France, Federal Republic of Germany, Hungary, Poland, Sweden, Switzerland, United Kingdom and United States of America (each speech lasting 15 minutes)*.

12.45 p.m. Opening by Madame Valéry Giscard d'Estaing of the international poster and photograph exhibition on the theme of the meeting, arranged with the collaboration of the Fondation de France and the Jeune Chambre internationale. The exhibition was open to the public from 2 to 17 June 1977.

3 p.m. Audio-visual presentation of the theme "How the Handicapped are presented to the General Public", specially prepared for this meeting and followed by a general discussion.

5.45 p.m. Closure of the session by the Chairman, M. Bernard Blin.

II. Film Fortnight on "Handicaps and Maladjustments", 2-17 June 1977

Films from various countries, arranged according to subject, were shown in the Unesco cinema.

* The texts of the speeches delivered at this Round Table, including those of the representatives of the National Commissions of Austria, Canada, Denmark, France, Federal Republic of Germany, Hungary, Poland, Sweden, Switzerland, United Kingdom and United States of America, are available in the original languages (with a résumé in French or English) and may be obtained free of charge on written application to Unesco, Division for the Promotion and Circulation of Information, 7 place de Fontenoy, 75700 PARIS.

Representatives of the National Commissions for Unesco

| | |
|-----------------------------|---|
| AUSTRIA | Mr. Rainer Rosenberg Member of the Austrian Broadcasting Company |
| CANADA | Mr. David A. White Director of Information Services, Canadian Council for Rehabilitating the Handicapped |
| DENMARK | Mrs. Inge Nilsson Consultant, Inspectorate of Special Education Ministry of Special Education |
| FRANCE | Mr. Jean Savy, Administrator Comité national français de liaison pour la réadaptation des handicapés (French National Liaison Committee for the Rehabilitation of the Handicapped) |
| GERMANY (FED. REP. of) | Mr. W.F. Meyer Head of Section Federal Board of Health (Bundeszentrale für Gesundheitliche Aufklärung) |
| HUNGARY | Miss Mária Hari Director of the Institute of Conductive Education |
| POLAND | Dr. Alexander Hulek Professor at the Institute of Pedagogy Faculty of Pedagogy and Psychology University of Warsaw |
| SWEDEN | Mrs. Linnea Gardeström National Council for the Handicapped (Statens Handikappsråd) |
| SWITZERLAND | Miss Sylvianne Blanc French Switzerland Secretariat Pro Infirmis |
| UNITED KINGDOM | 1. Mr. Charles Pascoe TV Producer British Broadcasting Corporation 2. Mr. George Wilson Acting Director of the British Association for Disability and Rehabilitation |
| UNITED STATES OF AMERICA | Dr. Edwin W. Martin Jr. Deputy Commissioner for Education of the Handicapped Bureau of Education for the Handicapped U.S. Office of Education |

Representatives of the Unesco Secretariat

Mr. Nils-Ivar Sundberg
Chief, Special Education Unit

Mr. Jean-Baptiste de Weck
Chief, Division for the Promotion and Circulation of Information

Members of the Working Party which did the preparatory work
for the Round Table of 1 June 1977 and for the
International Exhibition of Posters and Photographs

Mr. Vincent Beslon
Chargé de mission à la Direction de l'Action sociale (Department of Social Welfare)
Ministry of Health, Paris

Mr. Thierry de La Brousse
Regional delegate, Jeune Chambre économique française, Paris

Mr. Hughes de Chassey
Administrative Secretary, French National Liaison Committee for the
Rehabilitation of the Handicapped, Paris

Mr. Aimé Labregère
Chargé de mission, Special Education
Ministry of Education, Paris

Mr. Philippe Saint-Martin
Groupement des intellectuels handicapés physiques, Paris

Mr. Jacques-Daniel Vernon
Contributor to Radio France and to the journal "Réadaptation" (Rehabilitation), Paris

For the Unesco Secretariat

Mr. Fred Potter
Visitors' Information Centre
Editor of the "Unesco Braille Review"

Mr. Nils-Ivar Sundberg
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How the handicapped are presented to the general public

A report on the International Round Table held at Unesco House, Paris, 1 June 1977, by Philippe Saint-Martin, Technical Adviser, Groupement des intellectuels handicapés physiques (GIHP)

The images used in the presentation

Is it not true that, in every society, there must be a minimum of conformity in the behaviour and attitudes of its members? If this condition be not met, the very foundations of social equilibrium will be in danger of collapsing. From this we may deduce that there will be certain individuals in any group who do not correspond to the norms "in force". As a society develops, the threshold of performance required of its members likewise alters. Consequently, there is a change in the origin and number of "deviates", and hence in other people's attitude towards them. Another question is whether the frontier between the normal and the abnormal depends on objective, absolute criteria, or whether its position may change, according to the historical, social and cultural context. Under Justinian, people born deaf were deprived of their civic rights, whereas those who became deaf retained them. Similarly, at what point does someone short count as a dwarf or someone tall as a giant or a basket-ball star? Does not the social function cancel out the handicap? Lastly, the level at which a deficiency is recognized varies from one country to another, as is shown for example by I.Q. tests.

It is probable that, for thousands of years, there have been collective conceptions of infirmity and the infirm in communities developing under the influence of different but interdependent factors - not only economic, demographic, scientific and technical factors, but also political, philosophical, ethical and religious ones. This material and cultural - in the broadest sense - transformation of human societies has led to changes in their attitudes towards such fundamental questions as life and death. And it is probably at this level that we should situate both individual and collective attitudes towards "variants".

As the Austrian and Polish representatives pointed out, the Spartans, who flung down from the heights of Mount Taygetus any newborn infants who were deformed, were not the only ones to resort to the "final answer". But, leaving aside this drastic solution, the attitude of the human community towards its handicapped members has gone through various stages. A Unesco publication which appeared in 1974 lists five such stages, which may be set out schematically and defined briefly; although they follow one another chronologically in time and space, they often overlap on the plane of mental attitudes.

(a) The philanthropic stage:

Here the dominant idea is infirmity: disability is seen as an objective constant, characteristic of the subject.

(b) The "public welfare" stage:

The institutionalization of assistance to the needy disabled.

(c) The stage of fundamental rights:

This is when the notion of universal rights comes in: no one, whatever his background, must be deprived of these rights, including the right to education.

(d) The stage of the right to equal opportunity:

At a time when economic and cultural development require that all children go to school, it becomes evident that many of them are unable to keep up with the general rate of progress. This "inferior efficiency" is often due to the socio-economic or socio-cultural situation of the families concerned. So widespread is the phenomenon that not only scientists and teachers but also politicians are obliged to give thought to the relationship between the individual and his environment. It is at this point that the concept of "a handicap" comes into the picture.

(e) The stage of the right to integration:

The preceding stage opened the way for an indefinite extension of the notion of a handicap. Now it is the notion of norms and normality that is called in question. Competition between individuals, and inequality of conditions as the result of inequality of talent, having led to the sort of economic development with which we are all familiar, society is beginning to worry about the absence of communication between men and about the increasing number of minorities, which leads every citizen to ponder the aims of his own life and the meaning of life in general.

The "handicapped", as they are called, form one of those minorities which raise the problem of integration in an acute form - i.e. that of their living among, living with, other people, and taking on family, social and professional responsibilities according to their own abilities and tastes, just like fully-fledged citizens. But integration presupposes information. For no social group, especially a minority, can share in the life of the community with equal rights and duties if the rest of the community is unaware of or disregards its aspirations and difficulties. People accept only what they know. This briefly is the context in which the Round Table was held on 1 June 1977 on "How the handicapped are presented to the general public". The objectives of the Round Table had been worked out gradually beforehand in the course of several preliminary meetings organized by Unesco and attended by representatives of the French associations and ministries concerned; at the same time, certain countries made similar preparations. In April 1976, a "Day of the Visually Handicapped" was held to coincide with the launching of the "Unesco Braille Review". This encouraging innovation called for a repetition of the experience, bearing in mind that whereas most of the public attending would be French, Unesco, as an international organization, had to produce a programme reflecting its world-wide mission. So, at the plenary meeting of 29 October 1976, it was decided that 1 June should be a day devoted to making Unesco known to the handicapped. It was also emphasized how useful it would be to make able-bodied people understand what it is really like to be handicapped (for example, by holding an exhibition of sculpture in the dark, or letting people ride round in wheel-chairs); others suggested "the right to be different" as a theme. The Round Table was to be supplemented by an exhibition showing the most interesting methods and achievements in various countries, whilst Unesco itself was to organize information programmes on its own activities for any "handicapped" groups who might be interested.

The theme was more closely defined at the second plenary meeting (13 January 1977) as "Aims and techniques of making the general public aware of the problems of handicapped people". The way different countries dealt with this question of information was to be demonstrated with the help of short television or film sequences, radio programmes, posters and slogans. The debate was to be centred, not on integration, its conditions and possibilities, its necessity and advantages, but on the way in which the subject was presented to the public. In preparation for the June meeting itself, a questionnaire was sent to the eleven participating countries, together with a letter to Unesco's 141 Member States, asking them to send in pictorial material such as posters, photographs or films. The Round Table was to consist of two parts: in the morning, there would be very brief statements describing the information

campaigns conducted in the participating countries, the means employed and the results secured, mentioning failures as well as successes, and if possible indicating plans for future campaigns; the afternoon was to be devoted to general discussion.

An intriguing title needed to be found which would reflect the ultimate objective - the total integration of the "handicapped" into society. A poster exhibition was planned, and it was suggested that some films should be shown. At the last plenary meeting (30 March 1977), after a discussion on concepts such as "a handicap" and "the handicapped", and taking into account the particular need to inform the French public about the abilities and difficulties of the different kinds of handicapped people, the title agreed upon was "How the handicapped are presented to the general public by the media", afterwards shortened to "How the handicapped are presented to the general public". At the same time an exhibition of posters on the "handicapped" was organized by the Jeune Chambre Economique Internationale, to be on show from 1 to 17 June. Jacques-Daniel Vernon was entrusted with the audio-visual presentation of the theme which was to start the afternoon meeting, and with the film fortnight on "Handicaps and Maladjustments" which was to last from 2 to 17 June 1977.

The shift in theme resulted in a change in the number and kind of people expected to attend. The participants originally contemplated were to have been handicapped persons and others closely connected with them, but it now seemed desirable to try to include the opinions of the general public. Unesco's main conference hall was booked for the meeting, half of the thousand seats available being reserved for the public and the other half for the media, the handicapped themselves, and people specially concerned with the subject.

Why the title "How the handicapped are presented to the general public"? Simply because there comes a time when one has to think about "what one says and the way one says it". The French version of the title uses the word "image". What did that mean? René Lenoir, Secretary of State for Health and Social Welfare, defined it in his speech as "what ultimately remains in the mind of a film sequence, pamphlet, newspaper article, radio broadcast, poster, slogan or phrase, after it has been seen or heard".

Everyone is steeped in such images every day. While they may either speed up or hinder integration, and can thus be produced with integration as the objective, there can of course be images of the handicapped which have nothing to do with integration. Disablement may be used as a symbol or a pretext. Whether in the New Testament or in Hergé's famous strip cartoons ("Tintin et Milou"), cripples may reflect contemporary ideas, and consciously or otherwise encourage certain kinds of behaviour.

And so, as the ideas of the organizers gradually developed, the day of 1 June, originally designed as an information session, became also a day for reflection. From the study of means (channels of information, methods of financing, decision-making bodies) they proceeded to a discussion of results (themes selected, targets chosen).

Confronted with such a new and complex subject, it would be presumptuous to attempt to draw final conclusions. The Rapporteur of the meeting can only hope to have reflected everyone's thinking and work faithfully, and to have brought out a few images to avoid and some others to foster, so that the "handicapped", who know they are men, may accept their handicap, whilst the rest, who see them as "handicapped", may accept them as men.

Images are not neutral

In order to concentrate the discussion on images of the "handicapped", a documentary exhibition, composed largely of posters from every continent, was arranged. It was made clear that the intention was not to pass judgement on the content of the images but to show a number of the stereotypes used in national information campaigns; the subsequent discussion would be used in the final preparation of the sound-track. It was decided to adopt the following pattern for the exhibition:

A. Aims of information and creation of awareness:

1. Prevention
2. Appeals for funds
3. Appeals for help
4. Information on acronyms and symbols
5. Information on associations and congresses
6. Appeals for participation
7. Information on physical environment problems
8. Information on psychological environment problems
9. Rights of the handicapped

B. Reactions aimed at:

1. Fear
2. Embarrassment, uneasiness
3. "Noble sentiments"
4. Appeals to reason
5. Identification

C. Means employed:

1. The able-bodied as speaker
2. The handicapped person as speaker
3. From speech to image

It is always a delight to cinema-fans when a debate on "form" and "content" is launched on the basis of 20 minutes' screening. Now, here, the object was to lay stress on the effects of drawings and slogans upon their audience. For is it not the intention of the originators of such material to persuade the spectators, explicitly or implicitly, to behave in a certain way? Do not posters stressing the dangers of vitamin deficiency or giving advice on vaccinations create some confusion between being "handicapped" and being ill? May not appeals for financial support make the "handicapped" seem like a burden on society, on the associations involved, and on their fellow-citizens? On the other hand, a poster showing a mother with a

pram faced by a staircase, and someone in a wheelchair faced by a telephone booth, brings out the fact that the problems of the "handicapped" are the same as those of other social categories. The problems of the latter may even be brought to light in this way: for example, the fact that one person in eight is unable to climb stairs. Is it better to provoke people, or to appeal to common sense (for example, one poster showed a "handicapped" woman enclosed in a bell-jar, with the caption, "Is she contagious?")

Is there not a contradiction between all these different appeals for aid and the assertion that the "handicapped" are just like other people, and possess the same rights? Is it necessary to play on fear or embarrassment (for example, the poster depicting a wheelchair, with the caption, "Will this be your next mode of transport? Thirty thousand people have one already?")

What are the objects of the exercise? To create a better understanding of people who are different, or to avoid creating more cases of a handicap? May not people be encouraged to turn their backs on things which happen only to other people? Is there not often a contradiction between image and caption (as in the poster showing a thin, blue face with dark glasses against a black background, with the caption, "Blindness is not a handicap"?). Will a handicap come to be regarded as a natural feature of life if the number of handicapped is minimized, or would it be better to admit that there are large numbers of them, including those whose handicap is invisible? (One poster bore the caption: "One child in eight will need psychiatric treatment".) Should the accent be on "difference" or on identification (in three seconds anyone can be shown how to recognize a cerebral palsy patient)? And who is to present the problems of the "handicapped"? If the able-bodied do it, will the problems they speak of be those that handicapped people really experience? If the latter present their problems themselves, will they not appear as agitators? (One slogan, "Rehabilitation is liberation", was illustrated by a fist brandishing a crutch.) And might this not be disturbing, the "handicapped" appearing to be used for political ends? Moreover, how are certain disabilities, such as deafness or a mental handicap, to be shown? Does not a picture of a handicapped person smiling and cheerful, or of a happy couple, contrast strongly with the reality perceived by the general public? A touch of humour might make it possible to create awareness without over-dramatization (a poster shows a handicapped man in a wheelchair unable to negotiate a pavement in order to follow a girl: will the public see this as illustrating an architectural or an emotional problem?) A drawing, without any caption, showing a haggard, sad-looking face naturally suggests such moral and social reactions as charity, pity, neighbourly love, altruism, etc. Perhaps that is why so much use is made of pictures of handicapped children. But, on the other hand, does this not lead people to think of the "handicapped" as children who never grow up?

These are questions which might have occurred to anyone watching the audio-visual production or visiting the poster exhibition. And, with an audience of about 200, all of them concerned with handicaps or actually "handicapped" themselves, it was not surprising that most of the questions, both written and oral, came from the latter. The questions were largely based on the accounts given during the morning by the representatives of the National Commissions for Unesco. It is important to remember that these 11 countries - Austria, Canada, Denmark, France, Federal Republic of Germany, Hungary, Poland, Sweden, Switzerland, United Kingdom and United States of America - all possess economic structures which are fairly comparable with one another, as well as a culture influenced by Christianity. But, owing to its geographical, historical and political characteristics, each country is a special case. So that at any given point the attitude of the audience was found to be a composite one, affected by individual and collective ideologies, by moral and religious sets of values, by professional codes and by differing personal experience of the "handicapped".

Since both questions and answers were thus very diverse, the debate is summarized below under five closely interrelated heads:

- A. What are the aims?
- B. Who is the audience?
- C. What themes should be chosen?
- D. Who should do the talking?
- E. Who is to be talked about?

Such a formal arrangement, while it cannot reflect the richness of the debate, does give an idea of the prevailing concerns of most of the participants.

A. What are the aims?

Once the problem is no longer how to provide every handicapped person with an indispensable minimum, but how to enable him to develop all his faculties to the full, new obstacles arise. Integration, i.e. "living with", comes up against two main types of barrier, the material and the psychological. For it is a platitude to say that a handicapped person bears stigmata which are due to ignorance, prejudice, preconceived ideas, taboos, or simply fear of gossip. While it is necessary to get rid of architectural barriers, for example in the home and in public places, what good will that do if other people refuse to live with the handicapped? So there was a consensus to the effect that the main object is to change the "climate", and that this in itself will help to do away with material barriers.

Hence, while the presentation of medical and technical information presents a problem, the most urgent problem of all is that of "understanding". The public should not judge by appearances, or automatically associate unattractive appearances with negative moral values. That is why the education of children, both in and out of school, is so important, so that they may learn to connect "ill-favoured faces with generous ideas".

B. Who is the audience?

Since the important point is to create a new "climate" or atmosphere, maximum impact can be obtained only if campaigns are aimed at the public as a whole. This does not mean that more detailed technical information should not be addressed to certain professional groups like social workers, architects, trade unions, and so on. Such small specialized groups may share the prejudices of public opinion in general, but when they lose them, they in their turn will meet with general incomprehension (as do specialized educators). Moreover, the integration of the handicapped into ordinary everyday life involves many encounters, whereas handicapped people prefer not to attract attention. It might be said that they have a right to anonymity among others sufficiently well informed to behave naturally towards them.

C. What themes should be chosen?

While to assert that the "handicapped" are people just like everyone else is an essential stage in their integration, there are certain pitfalls to be avoided. Some useful themes are indicated at the end of this report, but here mention must be made of an almost universal criticism which was levelled at campaigns in the form of "appeals for help", especially financial help. Switzerland, where information

campaigns are linked to appeals for funds, stressed the danger of regarding the "handicapped" as a group of dependants. Fund-raising in Switzerland is therefore carried out by means of some kind of trade (the sale of Tee-shirts and cards), not by appeals for charity as in France. Such appeals, as Sweden recalled, are often synonymous with inferiority and begging. Conversely, while the cultural setting of any information campaign has to be taken into account the current economic situation must not be overlooked. In periods of economic difficulty there is a danger that handicapped people will be regarded as privileged. So certain themes such as sports, and more particularly riding, which are invaluable in helping to give a dynamic image of the "handicapped", should nevertheless be handled with tact. Lastly, several speakers underlined the fact that at a time when the mass communication media, and advertising in particular, dwell on the image of the superman and the eternal woman, and when more and more people resort to aesthetic surgery, the "handicapped" may present a counter-image which is the opposite of beauty and intelligence.

D. Who should do the talking?

Integration being the objective, it was clear that this priority should operate at the level of information itself; the "handicapped" person should not give the impression of being alone when he addresses an audience, but rather should join in with all those who wish to speak, provided that they are convinced of what they say and therefore credible. Everyone agreed that the speakers should be first and foremost the people concerned, i.e. those suffering from any kind of handicap. Particularly striking was the experience of Sweden and the United Kingdom, where the mentally handicapped appear directly in television and radio broadcasts ("The Mentally Retarded Talk", in Sweden, and "James is Our Brother" in the United Kingdom). Such programmes show the public that not only can such people express their own needs, but they can also analyse a given situation; this probably accounts for the success of this type of programme. A point that was brought out here was the hierarchy of handicaps, and therefore of those affected by them. It may be that this hierarchy is perpetuated by the "handicapped" themselves and their associations. Might there not be, among each type of handicapped group, an unconscious desire to distinguish itself from other groups so as to come closer to existing norms? For example, while confusion is common in the public mind between mental illness and mental handicap, it should also be noted that the associations representing these two groups like to differentiate themselves from one another. The mentally handicapped person is not mentally ill, he is not dangerous; the mentally ill person is not feeble-minded but intelligent; and neither the one nor the other is mad! In the same way, physically disabled people do not like to be confused with those who are mentally handicapped.

If a handicap is a tragedy, it is first and foremost a tragedy for the person afflicted by it. Parental rights or professional qualifications should not entitle anyone to speak on behalf of handicapped adults, especially when it is a question of what they actually feel.

The Polish representative showed how great the difference was between a tuberculosis centre designed by experts and a centre conceived by the patients in terms of their experience and therefore conforming to their wishes.

Lastly, handicapped people should be aware of their responsibilities, for, willy nilly, they produce images in the minds of the people surrounding them which may help either to entrench existing stereotypes or to call them in question.

But when we talk of information we are talking in the first instance of those who circulate it. An interesting question which emerged at the afternoon meeting was, "How do journalists see the handicapped?" The answer is likely to determine the nature of the campaigns they engage in. An Austrian journalist and a representative of the BBC both underlined the importance they attached to contacts with associations

for the handicapped and handicapped individuals engaged in active life, whose perception of their own problems differed from that of other handicapped people; this was because they were, from the outset, steeped in the prejudices of those around them, which induced a degree of self-censorship. In view of this, it was suggested that schools of journalism should provide for lectures and talks by handicapped people.

Finally, while the general public is the recipient of information, it is not necessarily a passive listener to be pontified at. The United States representative quoted the example of a television discussion on the integration of "handicapped" children in schools. Two opinion polls were held, one before and one after the broadcast. After a debate lasting an hour and a half, 70 per cent of those questioned were in favour of integration and of giving increased financial aid to schools. Thousands of viewers wrote in.

E. Who is to be talked about?

To begin with, should we talk about the "handicapped", or about people suffering from a handicap? This might seem to be a mere terminological quibble, but both expressions were used in the audio-visual production, and the term "handicapped" was the one which attracted attention. In fact, the vocabulary used depends on the awareness of the general public. In France, where the word "handicapé" still has many negative, not to say perjorative, connotations, it is challenged by the people to whom it is applied.

No one is a "handicapped person *sui generis*", but a person afflicted by a handicap. To say that "the handicapped do this", or "the handicapped think that", is to put the emphasis on what differentiates them. Does it not unconsciously open the door to the same intellectual mechanisms that lie at the root of racialism? It suggests that there is a special psychology in which a handicap plays a decisive role, quite independently of the personal history or social relationships of the individual concerned. In the present state of public opinion, to keep reminding people that there are millions of "handicapped" persons is likely, apart from the fatalistic impression it may create, to make them think that there are millions requiring perpetual help.

Another question: should there be special campaigns for each category of handicapped persons, or general ones common to them all? This leads to the further question: what problems or interests in common have a deaf person and a paraplegic, or a blind university professor and someone classified as seriously backward?

According to some speakers (United States, United Kingdom and Switzerland), general campaigns are better, in that all kinds of handicapped people have problems of housing, employment and social insurance; in short, they are rejects in a society run by people sound in body and mind.

The opposite view was taken by those who observed that there is little solidarity between handicapped people, and a danger of neglecting the abilities and potentialities of each individual in favour of disabilities common to all and often more imaginary than real. This danger is especially great in a context where the potential contribution of handicapped people is largely underestimated, and there is confusion about the different kinds of handicap in the public mind. In actual fact, the two different approaches are complementary rather than contradictory, and it is probable that once a certain number of vital needs such as accessibility and minimum income are covered, campaigns will tend to be specific. Moreover, since some handicaps are more vigorously rejected by society than others, it might be that information concentrated upon those groups would ultimately benefit all the others. For example, one might concentrate on the mentally ill, the "rejected of the rejected", the public's attitude towards whom can

actually contribute to their cure. The same applies to epileptics or sufferers from cerebral palsy. Despite the difficulty of translating this kind of handicap into images, and despite these groups' own difficulties in expressing themselves, these are the categories which might be the object of "demystification" campaigns which would indirectly benefit all the others.

"Assets to society"

It is often said that words and phrases carry less weight than personal involvement, but one sometimes wonders: for example, newspapers talk of "the impassioned voice of Mr. X sounding from his invalid's chair", or, in an article on ecology, of "their desire simply to meet young people of their own age and talk about serious matters instead of playing at cowboys and Indians like slightly feeble overgrown children", or, as a headline, "Handicapped driver disregards a stop: two dead". There have always been particular relationships between the handicapped and society. The disturbing fact of "deviance" is bound to produce anxiety and expectation of trouble, which often lead to rejection and segregation. Throughout history, throughout the development of ethnology, we see the formation or existence of categories of individuals in whose case one peculiarity overrides everything else. The process has been studied by Michel Foucault in his chapter on "Naissance de l'asile" (Histoire de la Folie, Plon, 1961). Illness and handicaps began to loom so large that they concealed all the subject's other qualities. Is this a unique process, or a parallel to the evolution of industrial society, which assigns to every individual the role of producer?

The situation of the mad or the old has not always been what it is now. The tendency to isolate them is less inescapable than was previously supposed, and it is now clear that the technical imperatives advanced are connected with preconceived ideas or habits. Moreover, the increasing speed at which our societies develop could not fail to call in question the immutability of accepted norms and models, and consequently also the pessimistic views formerly held about the possibility of integrating handicapped people into the community as a whole. The evolution of medical techniques and the various branches of pathology has also modified the social make-up of the "World of the handicapped". In earlier days, most of the "handicapped" came from among the poor, and were victims of malnutrition, tuberculosis, unhealthy working conditions, rickets, and so on. Nowadays they come from every category of society, and are the victims of road accidents, sport, war, nervous breakdowns, trisomy 21, etc. Given the increasing number of people classified as "handicapped" at a time when the effect of economic and demographic changes has been to do away with spontaneous solidarity, it has appeared necessary to create a conscious solidarity which is accompanied by a political objective. As Malraux put it, "Solidarity is the most intelligent form of egoism". Moreover, can societies afford to contain millions of "rejects" who take no part in their economic, social and cultural development? Total integration is a long process which cannot rely on private initiative alone. Therefore, in order to give the "handicapped" the same rights as other citizens, each country introduces special legislation of a more and more complete and complex nature. But because of political factors, and in order that the "handicapped" may not seem to be "privileged" or "a burden on society", this legislation has to have the support of public opinion. Such a consensus can be arrived at only through constant debate on the social and political problems which face every community. Information is necessary for discussion, and discussion is necessary for action. So there has to be a strategy concerning the targets to be aimed at, the means of reaching them, and the evaluation of results.

A parallel can be established between inter-personal relationships and inter-group relationships. In the first case, the most lasting relationships require the collaboration of the two people involved. Similarly, at the level of groups, as

also of countries, long-term co-operation can only be based on mutually advantageous relations. According to this hypothesis, we need to convince public opinion that it needs the "handicapped". Hence the desirability of bringing out the following points:

1. The difficulties encountered by handicapped people also concern other sectors of the population who are not regarded or do not regard themselves as "handicapped". The difficulties of the disabled often reveal difficulties experienced by all. The difference resides in the acuteness of the problems rather than in their nature.
2. The integration of handicapped people into society is a positive contribution to the community and enriches all its members.

There thus emerged from the statements made in the morning and from the afternoon's discussion a number of converging, complementary, interdependent and, in short, cumulative ideas which might serve as a basis for informing the public and hence for creating images.

(i) To be handicapped is just one of all the many possibilities of human existence, and, even if causes and consequences change, a handicap should be considered as a natural phenomenon which is brought out into the open and spoken of in the same way as other human potentialities.

(ii) A handicap, and, even more, the notion of "the handicapped", is relative. The degree of a handicap depends on the equipment the community has at its disposal, the possibilities of using it, and the way other people perceive disablement. When there is a confrontation between a staircase and a paralysed person in a wheelchair, the problem can be presented as the staircase rather than the paralysis. At one time it was considered a handicap to wear glasses or to have red hair. If society were made up entirely of blind people, they would have no problem.

(iii) The able and the disabled have more points in common than differences. To take the case of employment, the choice of a job is not a problem peculiar to the "handicapped", and can help the general public to identify itself with them. We saw, for example, a Swedish programme about a deaf woman who wanted to become a teacher. The programme was broadcast twice, the second time after an interval of four years, and the lapse of time showed that what was not possible in 1972 was possible in 1976. This led public opinion, and the "handicapped" themselves, to challenge certain ideas. Again, if some workers who once suffered from tuberculosis are transferred by the doctor to another part of the factory because they cannot stand the dust and steam, the exclusive insistence on the negative aspect of the handicap may conceal the equally important fact that the dust and steam must also be harmful to the other workers.

As was pointed out by Sweden, although the "right to be different" is involved as an argument for admitting the "handicapped" into the community, there is a danger that this may make the general public feel that the "handicapped" really have many problems and, what is more, specific problems, so that they are in fact not "like other people". This is an example of how one may produce the opposite of the desired effect.

(iv) The integration of handicapped persons improves the quality of life for everyone. To take the example of architectural barriers and the gradual change which has taken place in our approach to them, it has come to be realized, little by little, that not only the "handicapped" but also old people, expectant mothers and mothers with small children are inconvenienced by such difficulties. Carrying this argument a stage further, an American television programme showed how the abolition of architectural obstacles for six handicapped students made life better for all the students

at their university. At the school level, given a certain amount of material help (such as aid to pupils and teachers), the "handicapped" children who are integrated into the school are stimulated physically, intellectually and emotionally, while the other pupils become aware of the diversity of human beings and more alive to social problems. More fundamentally, once the question is raised of how to avoid rejection, we come up against the problem of the desirable rate and level of performance, or in other words the ultimate aims of the particular exercise. Should public transport endeavour to convey as many people as possible in the minimum time? If so, is that compatible with respect for the quality of life? Is school just for the acquisition of knowledge, or should it facilitate development of the personality? Have we not arrived here at a new approach, which might give handicapped people, especially the most afflicted, a social function?

(v) The need to de-dramatize handicap. One cause of the difficulties of communication between the able and the disabled is the mystery surrounding the origins of a particular handicap and the possibilities of compensating for it. This is due to a general tendency to establish a hierarchy of handicaps according to their origin, as for example the distinction between war-disabled, victims of industrial accidents, and the congenitally infirm. But does not this kind of grading derive largely from the idea of guilt? It is therefore important to supply the public with accurate information and so create a non-fatalistic image of handicaps. Similarly, the public often knows little about such possibilities of compensation as Braille for the blind, the use of gesture and lip-reading for the deaf, and prostheses and electronic appliances for those whose motor functions are impaired. By demonstrating such aids we can not only give reassurance but also, and more important still, create objective bases for contact; the problems of what to say and how to communicate become less intractable. The different techniques of compensation afford the media an opportunity to heighten public awareness through channels not confined exclusively to the "handicapped". A most remarkable example was "Hands Up!", a Swedish television series on sign language presented in the form of a game. The viewers were not asked to look at a documentary on the "handicapped", but to be entertained by watching children play and by taking part in the game themselves.

(vi) The "handicapped" are an asset to society and not a liability; we should concentrate on their abilities rather than their disabilities.

They are an asset because of their work (so long as this is not restricted to "protected" occupations); by their experience; by being available to listen to others when most people have less and less time to spare; by their ability to recreate bonds of solidarity; by their creativity and their very existence in a society which tends to make people conform to a given social model.

(vii) The "handicapped" have duties as well as rights. Integration is the most difficult approach, because it calls for individual effort. In order to be accepted as fully-fledged citizens, the "handicapped" must contribute their talents and energies to the cultural and economic progress of society as a whole (see the statements made by the representatives of the United States of America, Poland, Denmark, etc.).

But while it is plain enough that images of the handicapped need to be changed, making use of a new approach based on results already achieved, and stressing the community of interest which exists between all members of a society, there still remains the problem of what methods to use to inform public opinion. While no method should be neglected (Austria and Switzerland showed how songs could be used), the experience of various countries suggests that audio-visual methods are the most effective, provided the programmes are backed up by additional material such as booklets, posters and cassettes, which must be made available to all. Total integration is a long process, and public awareness must be cultivated steadily but

gradually, avoiding over-saturation. This means keeping the subject constantly before the "consumer", as for example in the United Kingdom with the serial "James is our Brother". It means frequent follow-ups to find out what results have been secured and thus what changes ought to be made, and above all to make people see that integration is their business, and not just the concern of others.

Those working in information often assume that the "handicapped" do not "go down" (not to say "sell") very well. Yet relevant experiments have shown that the general public is interested in the problem when it is approached in a way that is simple, natural and undramatic. Extreme cases should be avoided; "the handicapped person should appear strong not weak, paying taxes rather than claiming a pension, cheerful and with a sense of humour, like any other citizen". For instance, rather than expecting people to forget wheelchairs and thus forget handicap, it is probably better to admit that there will always be wheelchairs, but that the important thing is the person who uses them, and who organizes his life, including his handicap, with the same aims in view as an able-bodied person. (This was well shown in a Polish study.) In order to avoid stereotypes, people with the same handicap, but with different characters and personalities, should be shown in different social, professional and family situations. Since the aim is to persuade people that, appearances aside, "a handicapped person is first and foremost a man or a woman, old or young, with the same feelings, thoughts and aspirations as all the others of his or her sex and age", it is important that handicapped people should themselves be involved in information, at the levels of planning, execution and evaluation, especially as a really effective strategy depends on the consensus of all, able-bodied and disabled alike. Several speakers recalled that words are very significant, and that in connection with the "handicapped", terms like "collaborating with" and "looking after" have special connotations. Since what we have to do is to challenge negative mental attitudes which have been building up for centuries, it is probably better to have scattered campaigns rather than massive campaigns concentrated in time, which, by focusing public opinion, at a given moment, on the subject of handicaps and the "handicapped", are liable to widen the already existing gulf, not to speak of the danger of dissipation of interest once such campaigns are over.

All those attending the Round Table stressed the desirability of popularizing information by using existing channels such as radio and television, and the press. In France, for example, a film called "Un neveu silencieux" (The nephew who didn't say much), about a family with a little mongol boy, was a great success, not only because of its intrinsic value but also because it was transmitted as part of a popular series, "Les dossiers de l'écran", a discussion programme. Similarly with the press: rather than have a special column devoted to "the handicapped", it would be better to record the problems and developments concerned as particular examples under the general heading of the subject in question. Sometimes special programmes are needed, as in the case of subtitled news bulletins for the deaf, educational broadcasts, etc., and then it is better not to aim exclusively at the special audience, but to widen the appeal by scheduling the programmes at peak listening or viewing hours, and by presenting some of them as games or as answers to questions from viewers or listeners who want to know how to behave towards the "handicapped" (see the contributions of Sweden, Federal Republic of Germany, Austria and the United Kingdom). But for interesting and motivating the public, it is better not to offer them speeches, but rather an opportunity to "identify", and this can be done by showing them human beings confronted with human problems. Significant here is the great success of television films such as "Claudia" in Switzerland and "Like Other People" in the United Kingdom. The first, which was 50 minutes long, showed the relationship between Claudia, a little mongol girl of nine, and her elder brother Dany, who finds out from other people that his sister is handicapped and tries to hide it. The second film, which lasted 37 minutes, dealt with a young handicapped couple who wanted to get married and have a real emotional and sexual life, and showed how their dreams might come true.

But since it is our object to convince people that the "handicapped" are assets to society, should we not try, as we examine their role, to define new values which may lend new significance to the life of all members of the community? The sociologist, Bernard Galambaud, in a book entitled "Jeunes travailleurs d'aujourd'hui" (Young Workers of Today), has pointed out the younger generation's profound desire for genuine, authentic, open and cordial relationships. They value work relationships higher than the work itself. Is not this a sign of cultural change? In our civilization, the traditional social model is based on the values of work and success. Perhaps a new model is taking shape which will lead people to shun isolation and feel comfortable and at ease with others, to be able to enter easily into direct and open relationships, and perhaps be able as easily to give them up. In such a context the "handicapped", refusing to accept emotional coldness, social distance between individuals, and the grading of human relationships, might play a leading part in the change to be effected. It is possible that through a short-cut in history, whereas the "handicapped" have always been presented as having need of society, we have now reached a point where society has need of the "handicapped".

Images of the "handicapped" have been used to bring about the social integration of others. Now perhaps the time is ripe for images of the "handicapped" to be used for their own integration.

Images, whatever their subject, are never neutral, and it is one of the achievements of the Round Table to have reminded us of the fact. People can no longer say "We didn't know".

If, as we believe, the richness of human societies resides in the diversity of their members, integration, which benefits everyone, depends on restoring to the "handicapped" their full human value. A handicapped person is "all that a man can be".

UNITED NATIONS EDUCATIONAL,
SCIENTIFIC AND CULTURAL ORGANIZATION

ORGANISATION DES NATIONS UNIES
POUR L'EDUCATION, LA SCIENCE ET LA CULTURE

INTERNATIONAL ROUND TABLE ON THE THEME
"HOW THE HANDICAPPED ARE PRESENTED TO THE GENERAL PUBLIC"

Held at Unesco House, Paris, on 1 June 1977

TABLE RONDE INTERNATIONALE SUR LE THEME
"IMAGES DU HANDICAPE PROPOSEES AU GRAND PUBLIC"

Maison de l'Unesco, Paris, 1er juin 1977

ANNEX TO FINAL REPORT
ANNEXE AU RAPPORT FINAL

Texts of the speeches delivered, including those of the representatives of the National Commissions of Austria, Canada, Denmark, France, Federal Republic of Germany, Hungary, Poland, Sweden, Switzerland, United Kingdom and United States of America, in the original languages (with a résumé in French or English)

Texte des discours prononcés et celui des exposés présentés par les représentants des Commissions nationales pour l'Unesco de la République fédérale d'Allemagne, d'Autriche, du Canada, du Danemark, des Etats-Unis d'Amérique, de France, de Hongrie, de Pologne, du Royaume-Uni, de Suède et de Suisse, dans la langue originale (avec résumé en français ou en anglais).

OPENING SPEECH BY MR. JOHN E. FOBES
DEPUTY DIRECTOR-GENERAL OF UNESCO

It is a great pleasure to welcome you all to Unesco House this morning to take part in a Round Table organized by Unesco on the theme: "The Image of the Handicapped as conveyed to the General Public".

This Organization, of course, is directly concerned with information and communications - the mass media and all of the images which they offer. And "education" is the first word in our name. "Education" - covering both formal, in-school, and non-formal, out-of-school.

Slowly - but increasingly of late - we have developed and applied the concept of human rights in these two fields and are now active to extend the right of access to education to less privileged groups and to promote the right to communicate, to hear and to be heard.

And now, reflecting changes in many cultures, we are exploring and applying what it means to bring the two together: education and communication - the right to learn and to know, to be known, and to communicate and to participate in the flow of images.

Unesco is trying very hard to advance the comprehension of what is needed in the way of practical activities for its programmes in these fields. For example, it was in 1967 when special education for handicapped children and young people could appear as a distinct project.

"Special education" has advanced since that date. We define it as an enriched form of general education, aimed at enhancing the quality of the lives of those who labour under a variety of handicapping conditions. ("Enriched" in so far as it makes use of specially trained educational personnel who are aware of the application of methodological advances in education and of technological equipment to offset certain types of handicaps). In the absence of such "special education" intervention, many handicapped persons are likely to suffer a degree of social incompetence and inadequacy and to live well below the level of their potential.

Thus education appears especially important for those of us who happen to have a handicap. It helps us to live on a better footing with our environment. But through our Unesco work, we have come to realize how important it is for the handicapped to be met with a positive attitude on the part of those with whom one has to deal - to feel accepted and understood.

And so we come to the importance of images and attitudes. They must change so that we can see and feel that a handicap is not a condition inherent in an individual, but a relationship between an individual and his environment, the society in which he or she lives.

We say that a person may have impaired hearing, impaired vision, be disabled or mentally retarded. He or she may be a child, old, poor or ugly. Yet the degree to which these conditions mean that a person is handicapped depends on how the society around him is constructed, on its attitude, on the images it carries. The degree of handicap thus depends on the knowledge on the part of the non-handicapped of what it is like to be blind, deaf or bound to a wheel-chair. Knowledge in this respect prevents shyness or hesitation in talking to a hearing-handicapped person, in contacting a blind person, in giving a helping hand - in an acceptable way - to the physically or the mentally handicapped.

It is the objective of this "Day" to evaluate how the flow of information can broaden our knowledge, our perceptions of the so-called handicapped. We will learn how information on the handicapped is presented to the general public in a number of countries. We can judge for ourselves whether and how our attitudes have been influenced. There will be opportunity to hear from the representatives of the mass media, to listen to the observations of handicapped people themselves, to learn of the experience of educators, social workers or volunteers who devote their lives to a better understanding of the delicate problems involved and who strive to adapt our society to the needs and wishes of the handicapped.

We need to take stock of how the media have been used or misused or under-utilized. There is a need for evaluation and comparison of experience. Does the image of the handicapped which is conveyed to the general public, consciously and unconsciously, correspond to reality? Does it help the disabled effectively to overcome their personal difficulties in integrating into society? Does it at times tend to reflect existing prejudices, thus widening the gap between members of the human family - between those who enjoy relatively free and full use of their intellectual, moral and physical capacities and those, who, due to varying circumstances, have only partial use of their faculties?

Today is therefore a day of reflection on one of the most delicate problems of our time. It has to do with the right of every individual to participate as a fully responsible person in the building of our society - to bring a distinctive contribution in his or her own way. Unesco is directly concerned by this objective which implies not only education and information but, above all, justice.

It is a pleasure for me to welcome M. René Lenoir, Secretary of State for Health and Social Affairs of France, and M. Bernard Blin, Chairman of the Committee of Information of the French National Commission for Unesco.

I should also like to extend a warm welcome to the representatives of the National Commissions for Unesco of Austria, Canada, Denmark, France, the Federal Republic of Germany, Hungary, Poland, Sweden, Switzerland, the United Kingdom and the United States of America for coming along to contribute to this Day. We are awaiting with interest your presentations as you share your experience.

Particular thanks go to the committees both large and small which have prepared this day of reflection as well as the exhibition and the International Film Fortnight on the theme "Handicaps and Maladjustments". Between now and 17 June, the general public will have a unique opportunity to broaden its knowledge of a significant part of our society and of society's attempts to develop a compassionate understanding thereof.

I wish to express our gratitude to Mme Valéry Giscard d'Estaing for her presence here today.

Our thanks go also to several French ministries and national associations and to the many competent volunteers who have made it possible to organize this programme with a minimal budget. To each contributor I express the warm thanks of Unesco. I serve as your spokesman moreover in a mutual exchange of appreciation and encouragement for a truly co-operative enterprise.

We sincerely hope that this Round Table will be of interest to each of you and that it will provoke follow-up activities which will have a favourable influence on the situation of many handicapped persons throughout the world.

RESUME DE L'INTERVENTION DE M. JOHN F. FOBES
DIRECTEUR GENERAL ADJOINT DE L'UNESCO

En souhaitant la bienvenue à l'assistance, M. Fobes rappelle le thème de la journée et la mission de l'Unesco, à savoir : l'information et les communications, les mass médias et toutes les images qu'ils offrent et plus généralement l'éducation qui englobe l'instruction aussi bien à l'intérieur de l'école que dans un cadre extrascolaire. L'Unesco joue un rôle de plus en plus important dans l'application des droits de l'homme dont l'accès à l'instruction pour les plus défavorisés, c'est-à-dire le droit "de communiquer, d'entendre et d'être entendu". Il faut lier l'instruction et la communication, apprendre et savoir, communiquer et entendre, être reconnu et participer à la formation des images. Ce n'est qu'en 1967 que l'éducation spéciale est devenue un projet spécifique et a été définie comme une forme enrichie d'une instruction générale pour améliorer la qualité de la vie de ceux qui souffrent d'une forme diversifiée de handicap. Ceci implique un personnel spécialisé, utilisant une pédagogie particulière et des aides techniques destinées à compenser certaines déficiences. Sans une telle intervention, les personnes handicapées vivent en-dessous de leurs potentialités et sont inadaptées dans le sens d'une incompétence sociale, ce qui implique qu'elles soient comprises et acceptées. C'est dire que l'image du "handicapé" doit changer : le handicap n'est pas une condition inhérente à l'individu mais une relation entre l'individu et la société dans laquelle il vit. Au sourd il manque l'ouïe, mais il peut être aussi enfant, vieux, pauvre ou laid. Le degré de handicap physique ou mental dépend de l'organisation de la société, des attitudes et des images qu'elle fait passer, il dépend aussi de sa perception par les autres. Cette perception influe sur la communication, timidité envers le sourd, contact avec l'aveugle, aide au handicapé physique ou mental.

L'objectif de la journée est d'évaluer comment le flot des informations augmente la connaissance de ceux que l'on appelle des "handicapés". Nous pourrions évaluer dans quelle mesure nos attitudes changent et dans quel sens, et ce en écoutant les représentants de différents pays, les personnes handicapées elles-mêmes, les représentants des mass médias et le personnel spécialisé. Il faut faire l'inventaire de la manière dont les mass médias sont utilisés ou mal utilisés ou sous-utilisés.

Y a-t-il correspondance entre l'image du "handicapé" proposée au grand public et la réalité ? L'aide-t-elle à surmonter ses difficultés personnelles vers l'intégration ou au contraire, en reflétant certains préjugés ; élargit-elle le fossé entre ceux qui peuvent utiliser pleinement et assez librement leurs capacités intellectuelles, morales et physiques et ceux qui, pour des raisons diverses, ne peuvent les utiliser que partiellement. Tout individu a le droit de participer avec pleine responsabilité à l'élaboration de la société, d'apporter sa contribution personnelle à sa manière. L'Unesco est particulièrement intéressée puisqu'au-delà des problèmes d'éducation, il s'agit avant tout d'un problème de justice.

M. Fobes remercie Mme Valéry Giscard d'Estaing d'avoir bien voulu accepter d'assister personnellement à cette Table Ronde. Il remercie également M. Lenoir et M. Blin, ainsi que les représentants des Commissions nationales de l'Unesco et les personnes qui ont participé bénévolement à la mise au point de cette journée, à la préparation de l'exposition d'affiches et de la quinzaine du film, tout cela avec un budget minimum. Il formule le souhait que ce forum ne soit qu'une étape et contribue à l'amélioration des conditions de vie des personnes handicapées dans le monde.

ALLOCUTION DE M. RENE LENOIR, SECRETAIRE D'ETAT A LA SANTE
ET A LA SECURITE SOCIALE (FRANCE)

Je voudrais tout d'abord remercier l'Unesco pour son initiative. Cette journée de réflexion largement ouverte aux milieux les plus divers et par-delà les frontières, ainsi qu'en témoignent la variété de l'assistance et la présence des représentants de 11 pays que je salue ici, a suscité depuis plusieurs mois un très grand intérêt; comme d'ailleurs les manifestations qui l'accompagnent : l'exposition d'affiches et de photographies, la quinzaine de films sur les handicaps et les handicapés.

C'est que la réflexion proposée sur "les images du handicapé" qui transparaisse au travers des moyens d'information, quels qu'ils soient, est originale et très importante; il s'agit aussi d'un thème difficile. Tout cela fait l'intérêt des discussions de ce 1er juin.

Si pour la France, cette journée est tout particulièrement opportune - et je m'en expliquerai - je crois qu'elle a une portée qui dépasse le cas d'un seul pays, eût-il la qualité de pays hôte, ce dont la France s'honore aujourd'hui : cette journée en effet peut contribuer à introduire plus de lucidité dans le maniement des images et dans les réflexions sur la manière d'assurer l'accès des personnes handicapées à l'information et de réussir à sensibiliser la population tout entière à leurs situations diverses et spécifiques.

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Pour la France, ce colloque vient à son heure. Les pouvoirs publics n'y ont pas encore mené de grande action nationale de sensibilisation du public aux problèmes des personnes handicapées; en outre, pour ce qui est de l'accès de ces personnes à la radio ou à la télévision, d'émissions qui leur soient destinées ou qui tiennent compte des difficultés de perception de certaines d'entre elles, la France reste, malgré des exceptions notables qu'il convient de souligner, quelque peu en retrait de ce qui se fait dans nombre de pays étrangers.

Certes les pouvoirs publics aident les associations et les divers organismes qui mènent de leur propre initiative des actions d'information. En particulier, c'est le Comité national français de liaison pour la réadaptation des handicapés qui a mené la seule campagne de sensibilisation nationale organisée dans notre pays sur ce sujet. Cette expérience a été et continue d'être riche d'enseignements ; elle illustre notamment l'importance du rôle des associations qui, des fédérations aux échelons locaux, conçoivent et diffusent l'information.

Cela restait néanmoins souvent une information spécialisée, morcelée, cantonnée aux milieux immédiatement concernés des handicapés, de leurs familles et de leurs associations.

La loi d'orientation en faveur des handicapés du 30 juin 1975, qui se fixe pour objectif l'insertion socioprofessionnelle et l'autonomie maximum des personnes handicapées, en leur en donnant les moyens, marque à cet égard un tournant : la conscience s'est fait jour que ces problèmes d'information et de sensibilisation étaient cruciaux; par l'information, à condition qu'elle soit intelligente et sensible à la fois, on peut, on doit obtenir un changement de regard de la société, non seulement sur tel ou tel groupe de ceux qui la composent, mais sur elle-même tout entière.

C'est pourquoi l'article 56 de cette loi prévoit la mise en oeuvre par l'Etat, en collaboration avec les organismes et associations intéressés, d'un programme d'information régulier du public sur les différentes catégories de handicapés et leurs problèmes.

Dans ce but a été retenu, après concertation entre pouvoirs publics et associations, le principe d'une campagne nationale pour la fin de l'année. Cette campagne sera centrée sur le thème de l'insertion réussie, avec des exemples de toute nature : réussite familiale, professionnelle, sportive.

Nous sommes donc en pleine réflexion afin de concrétiser la prise de conscience dont je parlais plus haut; c'est dire combien l'expérience diverse des pays représentés aujourd'hui, peut nous être précieuse - jusque dans les différences d'approche qui pourraient se manifester.

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Mais, au-delà de la situation particulière de la France, tous les pays sont concernés par une réflexion qui devrait introduire plus de lucidité dans le maniement des images, des moyens mis en oeuvre, dans la définition des résultats recherchés.

Il peut paraître banal de dire que l'image n'est pas neutre : cependant, garder cette remarque présente à l'esprit et en tirer la volonté d'un surcroît de précautions et de clarification de ce que l'on veut dire me paraît primordial, si l'on veut éviter d'obtenir des effets ne correspondant pas à l'objectif que l'on recherchait en toute bonne foi.

J'entends le mot image au sens très large, c'est-à-dire ce qui reste ou s'impose en dernier ressort d'une séquence de film, de la lecture d'une brochure ou d'un article de presse, de l'audition d'une émission, de la vue d'une affiche, de la perception d'un slogan, d'une phrase...

Or l'image du handicap et des handicapés que se donne une société est un élément trop important de l'existence même des personnes handicapées pour que l'on néglige de se pencher de très près sur le contenu que cette image transmet.

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La signification d'une image, sa résonance, évoluent dans le temps, avec les moeurs et les mentalités. Elles évoluent dans l'espace et donc d'un pays à l'autre. Mais, quels que soient le lieu et l'époque, nous devons, avant de mettre en oeuvre un programme d'information et de sensibilisation, nous poser au moins trois types de question.

A qui s'adresse l'action envisagée, tout d'abord ? Au grand public, certes, puisque j'ai rappelé combien sa sensibilisation était primordiale; il faut aussi s'adresser aux différents milieux spécialisés dont l'intervention peut être d'un inappréciable concours dans la prise de conscience que nous souhaitons.

Mais il faut viser tout autant, et simultanément, l'accès des handicapés eux-mêmes à l'information générale. La mission du service public de l'information commande que les questions touchant les personnes handicapées soient évoquées, à la radio, à la télévision, dans la presse, parmi les autres sujets et à hauteur de l'importance qu'elles ont pour les intéressés et pour le public, et du nombre de gens qu'elles concernent. Au-delà, il faut tendre à ce que les images quotidiennes qui nous sont adressées à tous n'écartent pas systématiquement celles du handicap ou des handicapés, qu'au même titre que toutes les autres, ces images-là aient leur place, par exemple dans une dramatique, un feuilleton...

Deuxième question qu'il convient de poser : de qui parle-t-on ? Il faut à la fois beaucoup de sensibilité et une connaissance intime et précise de ces sujets et de ces hommes pour parler des handicapés. Le contenu et les formes de l'information doivent être différenciés selon la catégorie de handicapés à laquelle on s'adresse, ou de laquelle on parle. De telles actions, pour ne pas choquer ni blesser, pour être

efficaces et enrichissantes, supposent aux côtés des professionnels la participation des intéressés et de leurs associations à leur élaboration. De récentes initiatives, émissions de radio ou préparation de la campagne dont je parlais, montrent que l'on est engagé avec profit dans cette voie.

En troisième lieu, qui doit parler de ces questions ? Pour ma part, je me borne-
rai à formuler le souhait que tous ceux qui ont à parler, les intéressés eux-mêmes
d'abord, les professionnels de l'information, les organismes concernés, les pouvoirs
publics, le public enfin, puissent le faire; afin que cette très fondamentale ques-
tion de l'information pour les handicapés, de l'information sur les handicapés, de
la sensibilisation du public, soit l'affaire de tous, sans être réservée à quiconque.
Le foisonnement est ici souhaitable et nous devons être conscient de l'importance de
ce qu'on appelle l'information secondaire, de cette information diffuse et permanente
qui se répand par les canaux les plus variés.

Je termine en revenant à l'Unesco : l'assistance d'aujourd'hui, mêlant délégations
et experts étrangers, nombre de personnes handicapées, associations de tous horizons,
grands moyens d'information et ce public auquel vous avez voulu que l'entrée fût libre,
témoigne de la mission de votre organisation. Je salue cette vocation de rassembler
tous les pays et, dans chacun de ces pays, tous les hommes sans exception dans leurs
différences, leurs difficultés, leurs solidarités et leurs richesses propres. Et sur-
tout cette richesse du coeur, qui se perpétue dans l'échange et le don.

SUMMARY OF M. LENOIR'S SPEECH

Having thanked Unesco for its initiative, M. Lenoir emphasized the importance of the occasion which extended beyond national boundaries, as shown by the diversity of people attending. "The theme chosen is original, very important, and difficult", he said. "This day must help to clarify ideas about handicapped people and the ways in which they may have access to information, and to make everyone aware of their varied and particular problems. This occasion is particularly timely for France (proud to be the host nation), where no action of a national dimension has yet taken place. France is behind regarding specific programmes for the handicapped, or which take account of their special difficulties. Although the public authorities help the associations, the French National Liaison Committee for the Re-adaptation of the Handicapped (CNFLRH) has undertaken a large-scale information campaign on this subject. The CNFLRH has great experience and does much to show us the importance of these associations, be they local or national, which collect and distribute information. But this information is too often very sparse and destined only for people concerned directly, or indirectly, with the handicapped. The official Directive of 30 June 1975, has as its objective the maximum of autonomy for the handicapped, to emphasize the importance of information, which must be clear, sympathetic, in order to change the views of Society on any particular group, or on itself. Article 56 of this legislation provides for regular information on the various categories of the handicapped, their difficulties and problems. A national campaign will be organized at the end of the year with the theme, the successful integration of the disabled, with examples concerning the family, the professions, and sport. The experience of the participating countries will be extremely important to us, if only for the information on how they deal with the problems.

As the image projected is not a neutral one, we must take care to clarify our objectives and make every effort to avoid giving the wrong impressions. 'By the word 'image', I mean the impression left after having seen a film, read a pamphlet or a press article, listened to a radio programme, from the reading of a poster, the hearing of a slogan, a sentence.....'

Indeed, the way in which handicaps, and handicapped people are considered, is far too important to the latter for it to be overlooked. This consideration differs according to the country, the time, and the attitudes of mind. This leads us to ask at least three questions:

To whom is this campaign directed?

To the general public, whose attention to the problem is most important, but also to the various specialized groups whose assistance could be invaluable in awakening people's interest; but, at the same time, the handicapped should themselves also have access to general information. The problems of the handicapped must be presented on radio, television, and in the press, according to their importance to those concerned, and the public at large. In the presentation of everyday events - for example, in a play, in a serial story - the handicapped must not be forgotten.

Who are we talking about?

To speak of the handicapped, one needs a profound and precise knowledge of these subjects and the people. The content and type of information must be taken into consideration with respect to the handicapped. These actions must be effective, and enriching, without giving offence, and must be executed with the help of the specialized groups, associations, and the handicapped themselves.

Who will speak of these problems?

First of all, the handicapped themselves, information specialists, public authorities, the general public and anybody who has anything to say on these matters. Information

about the handicapped from the handicapped themselves, to arouse public interest, concerns us all. We must also take account of other forms of information, circulating through a wide variety of channels.

In bringing together the general public, the disabled and their associations, the mass media, and the national delegations, Unesco is fulfilling its mission of uniting all countries and all peoples, in their problems, as well as in their wealth of experience and goodness of heart which is perpetuated through giving and exchanging."

FEDERAL REPUBLIC OF GERMANY

SPEECH BY MR. W.F. MEYER

Head of Section
Federal Board of Health
(Bundeszentrale für Gesundheitliche Aufklärung)

Intensive work has been carried out for many years in West Germany to improve the social security of handicapped people. The Federal Government, individual Federal States, churches and welfare associations, as well as trade associations, devote themselves to the socio-political task of integrating and reintegrating the handicapped into society, work and professions. A special campaign programme, devised by the Federal Government to promote rehabilitation, has been in existence since 1970 and this has led to a further substantial improvement in the possibilities for aiding the handicapped. However, all these medical, pedagogical and professional measures for integration cannot lead to success by themselves. At the same time one must succeed in breaking down the prejudices which predominate among the general public and give the handicapped the chance to fit into society as members on equal terms. It was, therefore, regarded as a task of equal importance to break down the public's lack of understanding, its ignorance and prejudice against handicapped and mentally sick people.

In 1975 the Federal Centre for Health Education began a special campaign on behalf of the Federal Ministry for Youth, Family and Health. This campaign bears the title: "People like us". The central aim of the campaign is to increase the understanding of the individual member of the public, his readiness to help, his awareness of the problem and his sense of responsibility towards handicapped and mentally sick people. The early recognition of handicaps is a further aim, and one which remains of continuous importance within the framework of health education. In order that the parents of new-born babies and young children are able to recognize possible abnormalities in their child's development and also participate in his statutory, medical check-up, they are instructed in two ways about the risk factors involved in this development. Firstly, by means of a film entitled "What can your child do - what should it be able to do?" and secondly, by an accompanying leaflet called a "development calendar". (The film will be (is being?) shown in the Unesco building, the development calendar is on display.)

After preliminary scientific work we have given the campaign "People like us" a special perspective and used this as a basis for a medium-term strategy. For the central message of the campaign we use the symbol of a mosaic with the statement: "Each individual is a part of the whole". This symbol serves as an appeal to the social sense of mutual responsibility in all members of our society and aims to express the equality of all people. In our opinion a multi-level procedure is required in order to break down negative attitudes among the public.

We drew conclusions from the realization that many prejudices result simply from ignorance and stereotyped ideas. We therefore geared phase 1 of the campaign to factual information. For this reason the information pamphlet "People like us" describes the most important kinds of handicap and provides information about causes, the course of development and the possibilities for rehabilitation. The pamphlet is also suitable for use in schools.

The main problem with such an information campaign consists in the fact that the public in general has very little interest in the whole subject. We therefore employed media with which we can achieve a certain surprise effect and provoke the individual member of the public to more social commitment. This was done with a series of advertisements in popular magazines and with a series of commercials broadcast on the first channel of German television. These media presented examples

of cases which make it quite clear to the individual member of the public that, contrary to what he usually thinks, the handicapped also possess abilities and skills like the rest of us, and that they are only partially incapacitated. (At this stage I should like to show you the six advertising themes and the two television commercials on the subject of the abilities of the mentally and physically handicapped(?).)

We realized from the very beginning of the campaign that the public's negative attitudes towards the handicapped cannot be broken down by providing factual information alone. Two things are especially important. Firstly, communication must be established to narrow the gap between the two social groups, with the particular aim of breaking down fears and other defence mechanisms. Secondly, campaigns must be offered, which involve direct contact with the handicapped, in order to increase the ability for immediate communication and a sense of confidence when in each other's company. Judging by the public's reactions to the informatory stage of the campaign, results suggest that the non-handicapped desire assistance in deciding how they should behave when actually meeting the handicapped, as these situations usually end in a great deal of tension and frustration. For the following stages of the campaign we have, therefore, employed media, which both motivate people to participate in the activities of local groups of experts and laymen towards helping the handicapped, and also invite the spontaneous setting up of public action groups to create opportunities for personal contact. One handbook, entitled "Help more - achieve more", gives practical instructions on how to carry out this work.

A television feature film and a further pamphlet, entitled "We are people, the same as you are", were composed for the specific purpose of influencing emotional opposition. Both these media portray authentic cases from the lives of handicapped people, and these realistic situations are to demonstrate to the individual member of the public that the handicapped are basically people like us with the same thoughts, the same feelings and the same actions. Moreover, these media show that it is possible to learn the appropriate way of behaving towards the handicapped, i.e. that insecurity and inhibitions disappear when the groups meet, if one has a better understanding of the respective social situation of the handicapped. (The television feature film will be (is being?) shown in the Unesco building, the pamphlets are on display in the exhibition.)

From the very beginning of the campaign we have endeavoured to keep the subject topical and to achieve a unification of press coverage(?), both by means of an information service in the press and making those people with specialists and political responsibility more aware of the problems involved. The associations of specialists and parents, which have united to form a Federal Working Group called "Aid for the Handicapped", have flanked our programme with measures of their own.

In the future, these associations and lay groups in West Germany also wish to employ the informatory material under discussion here. They intend to introduce it in their local and regional P.R. campaigns, but in a more intensified form. These campaigns are centred on a travelling exhibition entitled "Handicapped People in Everyday Life". We are hoping for a consolidation of our previous success as a result of this on-the-spot public work, with its own events, posters, sticker campaigns and the arranging of an exhibition. But we are fully aware that only a long-term execution of a concentrated campaign with wide-ranging effects will bring us closer to our goal. For the future we are resolved to develop a new campaign, with the prevention of mental illnesses and similar dangers as its central theme, since this subject is becoming increasingly more important.

RESUME DU DISCOURS DE M. W.F. MEYER

L'objectif est d'améliorer les conditions sociales des "handicapés" par leur intégration socioprofessionnelle. A cette oeuvre collaborent aussi bien le gouvernement fédéral, les länders, les églises que les associations d'entraide et les syndicats. A partir de 1970, des campagnes de sensibilisation ont eu lieu ayant entraîné des améliorations dans le domaine professionnel, médical... Cependant, cela n'est pas suffisant car il faut supprimer les préjugés et les clichés existants dans le public afin de donner la possibilité aux "handicapés" de s'adapter à la société comme des citoyens à part entière. C'est pourquoi en 1975 une campagne spéciale a été organisée par le Centre fédéral de la santé pour le compte du Ministère de la jeunesse, de la santé et de la famille. Il s'agissait d'augmenter la compréhension du public, de lui faire comprendre sa responsabilité et d'accroître sa disponibilité. Le titre de cette campagne était "des gens comme nous". Elle a servi de base stratégique à moyen terme et a comporté plusieurs étapes : d'abord l'information des parents avec le film "ce que peut faire votre enfant, ce qu'il devrait pouvoir faire". Le but était de montrer le développement physique et mental de l'enfant de sa naissance à 18 mois avec une insistance particulière sur le nouveau-né et la progression de l'enfant de deux en deux mois. Les anomalies possibles étaient présentées en rappelant la nécessité des visites chez le pédiatre dès qu'une difficulté est remarquée. Les thérapeutes enseignaient aux parents les gestes spéciaux à faire faire aux enfants et soulignaient que plus le déficit est soigné tôt, plus ses séquelles sont réduites. Le film était accompagné d'une brochure comportant le calendrier du développement de l'enfant et les risques. Cependant cette information à caractère d'éducation sanitaire est insuffisante. Il s'agit de faire prendre conscience à chacun de l'égalité entre les hommes et de leur responsabilité mutuelle, d'où l'utilisation du symbole de la pièce d'un puzzle "chaque personne fait partie de l'ensemble". Les préjugés découlant de l'ignorance, la brochure "des gens comme les autres", utilisable aussi dans les écoles, décrit les principaux types de handicap, leurs causes, leur évolution, les possibilités de réadaptation. Mais ce moyen de sensibilisation suscite un intérêt limité, d'où l'utilisation de messages publicitaires dans les grands magazines et sur la première chaîne de télévision. L'effet de surprise amène chaque spectateur à être concerné, d'autant qu'il est rappelé que les "handicapés" ont des capacités et des qualifications, d'où la relativité du handicap. Par exemple : la télévision montre une personne aveugle faisant ses courses ou un ingénieur astronome sourd-muet dans son laboratoire. Cependant, les attitudes négatives du public ne peuvent pas être supprimées uniquement par des informations; il faut établir la communication entre les "handicapés" et les autres. Le dialogue entre les deux groupes sociaux fera reculer des peurs et établira un sentiment de confiance et de sécurité. Il semblerait que les personnes valides souhaitent qu'on leur dise les attitudes à adopter lorsqu'elles rencontrent un "handicapé" afin d'éviter les tensions, voire les frustrations. En sensibilisant l'opinion, les médias ont favorisé le développement et la création de bureaux d'aide ou de lieux de rencontres "handicapés" - valides. Afin de soutenir l'effort, une brochure "aidez plus, réalisez plus" donnant les instructions pratiques a été publiée. A partir de cas vécus, elle montre que les "handicapés" ont "les mêmes pensées, les mêmes sentiments, les mêmes actions que les autres".

Il était nécessaire d'unifier les interventions de la presse par la création d'un bureau de presse et d'intervenir auprès des hommes politiques et des spécialistes. Lorsqu'on connaît la situation sociale des personnes, les rapports humains sont plus sécurisants.

La production d'un film télévisé et la publication d'une brochure "nous sommes des gens tout à fait comme vous" sont destinés à contrecarrer les réactions émotionnelles. Le film retrace à partir d'exemples vécus la vie quotidienne des "handicapés", comment ils réagissent face au monde qui les entoure. Des images significatives chargées d'un contenu émotionnel s'adressent directement aux spectateurs. L'individu est

mis en avant et non le handicap, mais la bande-son souligne les difficultés qu'il rencontre. De plus, des conseils sont donnés à tous pour dédramatiser leurs rapports. Cette campagne nationale a été amplifiée et démultipliée d'une part par la création d'un groupe de travail fédéral "aide aux handicapés" par les associations de parents et de spécialistes qui ont eu leurs interventions spécifiques; d'autre part, par l'existence d'expositions itinérantes "personnes handicapées dans la vie quotidienne" au niveau régional et local. Les comités organisateurs peuvent utiliser le matériel évoqué ci-dessus en liaison avec les initiatives locales : auto-collants, timbres... En fait, seule une campagne bien conçue et menée à terme peut permettre d'atteindre nos objectifs. Il s'agit d'un travail de longue haleine qui doit être concentré sur un thème unique. Nous envisageons d'ailleurs une nouvelle campagne sur la prévention des maladies mentales, problème qui revêt une importance croissante.

AUSTRIA

SPEECH BY MR. RAINER ROSENBERG

Member of the Austrian Broadcasting Company

THE SITUATION

The problem of the handicapped is a problem of democracy. For if equality of rights ends when a person cannot walk, because he is conspicuous, we must raise the question why a group that does not endanger any interests is being pushed aside so much.

I shall not try to answer this question here, I want, moreover, to try to explain the situation that gives rise to such a question and show up the ways and means by which we in Austria try to eliminate the inequality of the handicapped.

The handicapped are conspicuous - they fill many people with fear, at least this is often said to be the case. Once, a mayor of a village, in which there was a home for handicapped persons, was against these people going out into the street, because pregnant women might suffer a shock. "I do not want to become like one of them, my child shall not have the same fate" - this tabooization is the obstacle that keeps people from thinking over this problem. The producer Jörg A. Eggers had to make the sad experience of being grossly insulted on the telephone after the emission of a documentation on a home for cerebrally disabled children on the Austrian television; the kind of insults he had to hear affected him even more than the fact in itself: "Those cripples only cost much money", "they are a punishment of God" and "under the Hitler regime this would not have been possible" and "nature itself shows self-purgatory processes...". These insults resulted in the production of another film of which I am going to talk later on.

When considering these reactions it becomes evident why these problems are so great - handicapped children are often being hidden away from the environing society because they are regarded as a punishment, because "one" has to be ashamed of them in an environment that may possibly look for the causes of this punishment of God in some imaginary misdeeds.

The picture on page one is - I am sorry to say - no exaggeration. A mother of a handicapped child once told me that other children liked to play with her son, that parents, however, often forbid it - without giving any reason. They simply say "One does not play with these children".

And it is exactly this attitude that frequently is to be found in all strata of society. Whether it is fear of a psychically ill person who might rape single women in the dark of the night or whether it is the spastic whose sight is disquietening - the motto is the same - "One does not concern oneself with this kind of people".

This is exactly our problem, making efficient publicity work so extremely necessary - we have to strive at achieving an attitude that accepts the fact of "being handicapped" as one of the numerous possibilities of man's being. There were times when it was a stigma to wear spectacles or to have red hair - as attitudes in these cases have changed, the fact of "being handicapped" will have to be regarded as "normal" - only then shall we have found the general basis for further rehabilitation.

I am aware that this is a point that is too often neglected - and it is often the media themselves that over-emphasize the separating features, they show publicistically impressive extreme cases instead of trying to show up the much greater common features that make true partnership possible. And it is partnership that is to be the goal when talking of rehabilitation, when talking of helping the handicapped. If help is understood as caring for the handicapped, nursing them, as treating them as objects, there will be no true rehabilitation; then, the phrase "keep them alive and nothing more" would be justifiable, and it is exactly this basis from which opinions like "in Hitler's times this would not have been possible" keep rising.

It would certainly be negligent if we concealed the fact that there are handicapped persons who cannot or can only minimally care for themselves, however, the tendency should be to achieve a state in which all persons concerned co-operate in helping the handicapped to become independent and self-supporting.

To achieve this aim, it is necessary to change the mentality not only of the welfare institutions and a majority of the public, many handicapped persons themselves will have to question their present way of life and be ready to free themselves from the usual welfare system and decide upon the more difficult way of doing something for themselves. And here I see one of the most eminent tasks of the media.

During the last two years, Austrian media have been reporting more and more often on the problems of the handicapped. Television has emitted several documentation features, co-produced a film; in various programmes of the radio the problems are being dealt with from differing viewpoints - from the aspect of self-aid organizations as well as from the problem of training or family life. Generally speaking, there is a rather expressed readiness of discussing problems of the handicapped. This coincides with a wave-like tendency that makes problems of fringe-groups become "in". Applications to study at the Academy for social workers have risen to a hardly imaginable extent during recent years. Young people often are confronted with their own problems and wish to solve them by helping others - this is one of the great problems of this wave of social workers that certainly also has its very positive aspects.

In the media, this also results in many engaged journalists/editors having a unique experience that drives them to "do a feature on fringe-groups". They feel that these things have to be spoken out candidly, that so little is being done in this field. This then leads - as has already been stated - to the exemplary demonstration of extreme cases, which again leads to an overburdening of the media consumers' consciousness.

The consumer often does not know the most simple facts that one ought to know when being in contact with handicapped persons - he does not know that one ought to talk very calmly to a blind person, he does not know how to help a person in a wheelchair trying to get over steps. One ought to choose a didactic approach in the media, to include "learning phases" that can easily be recapitulated and hardly ask too much of the individual.

Austria consists of nine Federal Provinces and each Province has its own - differing - legislation for the handicapped; besides, there exists a vast number of associations for the handicapped.

For the media, this fact often brings about great problems: there are hardly any co-ordinated actions any more - everything depends on the individual initiatives of certain organizations. This has, for example, led to the fact that the blind people have succeeded in being granted a reduction of telephone fees, that the authorities, however, have not considered the fact that other groups of handicapped persons would equally benefit from being able to make telephone calls at reduced fees.

Lacking co-ordination also led to the following situation: Whereas Vienna had been without a "guide for the handicapped" for many years, there will exist two different guides of this kind in the near future.

This shows how difficult it is in our country to achieve co-ordinated action. That work in the media is even more complicated becomes evident when one considers the fact that individual interests of the various associations are even more strongly developed in this sphere.

Therefore, Austria has not yet been able to achieve a common media concept, no didactically structured strategy. In spite of these difficulties, there are, however, some attempts at reaching a common procedure in the work for the handicapped. A so-called "Federal Council for the Handicapped" (Bundesbehindertenbeirat) has been established as consultative organ of the Federal Ministry for Public Health and Environmental Protection, there exists an Association for Rehabilitation, understanding itself as a co-ordinating institution for the self-aid associations for the handicapped.

This Association for Rehabilitation is a member of the newly founded Federal Committee for the problems of handicapped persons, a Committee in which the large associations co-operate - such as the Association of War Victims, the Association of Civil Invalids, the Association of all Physically Handicapped Persons. Here again, we are confronted with a problem of the situation of the handicapped in Austria: one frequently talks of "common interests" of the handicapped, one frequently demands a solidarity that is difficult to achieve: What can be the common interests of paraplegic and deaf persons? None, except that common wish to be accepted by society.

I am convinced that this fictitious concept of "too common" interests does not bring any results. The work of specific single associations for certain target groups can certainly be efficient, as long as they represent the interests of the represented and not the interests of their representatives.

A totally different form of publicity work becomes necessary in connection with the work for target groups. The basic aim here is no longer the creation of general consciousness but the demonstration of highly specific problems:

For example: Parents must be convinced to allow their children to take part in a vacation camp - in this case, an amateur film might be much more useful than numerous articles in newspapers. And a feast with handicapped and healthy children may possibly contribute much more effectively towards a change in parents' opinions than could be done by radio broadcasts.

EQUAL CHANCES?

The Federal Council for the Handicapped (Bundesbehindertenbeirat), under the chairmanship of Professor Dr. Andreas Rett, was established in the framework of the Federal Ministry for Public Health, because at present there are too many different legal spheres competent for the handicapped in Austria: Social welfare insurance (health insurance, accident insurance and pension insurance), war victims' insurance, army personnel welfare insurance, accident victims' insurance, labour market advancement and the social support in the Federal Provinces.

This variety in the legal basis does not only cause differing rehabilitation representatives, but also differing goals and services in the medical sphere. Thus e.g. persons disabled after a working accident are cared for in better equipped rehabilitation centres than persons disabled by a private accident.

Because of the sparse Austrian data and comparable data from other countries, the Federal Ministry for Public Health has compiled an approximate survey on the numbers and different kinds of handicapped persons. It is estimated that there are:

| | |
|-----------|---|
| 1,000,000 | persons with chronically somatic illnesses |
| 250,000 | psychically ill and needing specialized medical care, including 45,000 schizophrenic, 15,000 manic-depressive |
| | 15,000 extremely senile demented, 75,000 alcoholics |
| 60-90,000 | children in the pre-school age with developmental retardation |
| 10-15,000 | schoolchildren, seriously mentally handicapped |
| 22,500 | adults, seriously mentally handicapped |
| 22,500 | severe amblyopic cases |
| 12,500 | blind persons |
| 337,500 | all forms of auditory defects, including 9,750 extremely handicapped and 3,000 totally deaf or deaf-and-dumb |
| 900,000 | handicapped in some form or other (including minor forms of handicap), among them, however, 225,000 with most serious disabilities |
| 240,000 | with motoric deficiencies, including 15,000 bed-bound, 52,500 bound to their flats, 172,000 with less severe deficiencies |
| 600,000 | handicapped in occupational life, including 37,500 extreme cases, 300,000 lighter cases and 262,500 slightly handicapped persons |
| 60,000 | paralysed persons |
| 80,000 | amputated persons, including 10,600 with amputations of the extremities and 70,000 with loss of fingers and/or toes |
| 262,500 | users of special aids, including 16,000 users of wheelchairs, 16,500 users of crutches, 6,000 users of prostheses, 90,000 persons needing orthopedic shoes. |

The Federal Council for the Handicapped is to be regarded as the starting point towards the goal of offering to all handicapped persons - at least in the medical sphere - equal chances of rehabilitation and resocialization.

This programme is guided by the following principles:

Prevention, so that long-time illness may not lead to partial loss of functions and to handicap, as well as early registration.

Optimal rehabilitation in cases of partial loss of functions.

Optimal resocialization and support, in order to safeguard an independent and self-supporting life.

All relevant organizational, legal and financial tasks are integral parts of social policy.

Professor Rett says in one of his basic papers: "The understanding of the broad public for the fate of this group can only be awakened by efficient and satisfactory information.

The prophylactic knowledge and measures that could be in a position to prevent the development of handicaps can only become effective by these methods".

THE FILM "I WANT TO LIVE"

In 1976, the producer Jörg A. Eggert has roused the opinion of the Austrian public on the problem of being "handicapped" by the production of a film called "I want to live"; the film was received favourably in the newspapers and was presented to a broader public by emission in television. The handicapped persons themselves and social workers, however, did not welcome the film with unanimous appreciation.

One feared that the action of the film would foster pity, that the idea of rehabilitation, however, would remain in the background.

The film is situated in the higher middle-class milieu - the eleven-year old son of a neurologist suffers cranio-cerebral traumata, caused by a car accident, making him an extremely handicapped person for the rest of his life. The film also shows the problems of the parents, their relationship is in danger.

"This film is not concerned with the social problem, I only wanted to mobilize affectation for the outsiders" - says the producer, still shocked by his experiences gained while working on a television documentation on a centre for the handicapped in Austria. In this documentation, he reported on life in a home for the handicapped at Gallneukirchen (Upper Austria) and reactions to it went from "these cripples cost a lot of money" to "this would not have been possible during the Hitler regime". With his film, the producer wanted to refer to the specific Austrian situation where - according to his opinion - prejudices are still extremely strong; that is why "I want to live" wants to be an attempt at creating a new basis for approaching the problem of the handicapped. The author's aim was "to create deep affectation"; this would be the foundation for further work. Work in all media, with aimed information as to how one can support rehabilitation, so that the affectation will not only constitute a basis for compassion, forcing the handicapped person into a role of being an object.

"In a country with better developed consciousness" - so Eggers says - "I would have made the film with less emotions, it was tuned to the Austrian situation".

Contrary to the documentation on the handicapped-home at Gallneukirchen, reactions to the film were generally positive; whether it was able to produce more than pity is difficult to identify.

PUBLICITY MADE BY SONGS

Another form of public relations work is done by the wheelchair song-writer Sigfrid Maron, who makes his strong social engagement the subject of his songs which he usually sings in the dialect of Lower Austria. The author and dramatist Peter Turrini says about Sigfrid Maron: "Sigi Maron is in the same position as all those who are not handicapped but are being handicapped within our society. As long as they keep quiet and are ready to silently accept anything, they are poor but clean. As soon as they open their mouths and defend themselves, they are called rebels and grumblers.

Sometimes, Sigi Maron says too much. He wrote a letter to the authorities, proposing the foundation of an association of all those truly handicapped: the spineless, the people with too strongly expressed right-wing political opinions, the non-commissioned officers in their training services, and others. He was fined a sum of 300 Austrian shillings for wantonly claiming the attention of authorities'...."

Sigi Maron deals with the problems of the handicapped because of his own experiences; let me give an example from the text of one of his songs, entitled "Good morning, Mr. Architect":

Unending are the steps in the block
that you have created
There are only seven, you say?
Hurray, then I shall start training
in order to surmount the steps
with seven strong thrusts
on sunny-days and also on rainy ones.

Or is there anyone
who can truly manage
by his own strength alone
He may hurry
to communicate this feat
to the author of these lines.

In a radio interview, Sigi Maron said what he wants to achieve with his songs, especially with those on his first LP:

"I want to become acquainted with many people - especially in the mass media, so that they may come to know the entire complex of problems that I deal with in my songs, and that they may report on them. I do not necessarily want that they produce features on me, with the content 'Good old Maron, he has succeeded, he has overcome his own problems' - this is nonsense, this does not interest me at all. What I want is that people see that even coming from a fringe group one can do a lot for this fringe group. Isn't it often so that other people take up the problems of minorities?

I want that the people who have responsible positions in the mass media, make reports on these people, not in a pitying mentality, like 'they are so poor, we have to do something, good people, give alms', but to make the people aware that - certain conditions granted - the handicapped person can live exactly like anybody else."

NOT ONLY DESIGN

Two years ago, the "Institute for Social Design" made its first important appearance in the public: a travelling exhibition was shown at various institutions and found some attention in the broad public. The example of this institute shows that consequent public relations work is able to find access to the mass media: newspapers and special magazines published articles, and radio broadcasts report on current activities of the institute. The institute not only contacted the usual media, it also started an experiment that I find very interesting:

Within the framework of a Viennese adult education institution a "documentation workshop on the problems of handicapped and elderly people" was carried out, using various unconventional methods.

One group of handicapped and healthy persons carried out - among other activities - an action in the streets. Equipped with tape recorders, pamphlets and posters, the group tried to confront people in a pedestrian area with the problems of the handicapped. The action was centred around the poster reproduced on page one of this brochure. It was carried out in a shopping street during the time before Christmas - so many of the passers-by could hardly believe that the group did not wish to collect money or mobilize pity; they did not understand the world anymore and withdrew. Nevertheless, about one hundred persons agreed to co-operate. I suppose that these hundred persons have learnt more about the problems of the handicapped by this direct form of confrontation than they might have learnt from reports in the mass media.

It was certainly no disadvantage that parts of the talks and discussions were also broadcast in the radio....

RESUME DU DISCOURS DE M. RAINER ROSENBERG

Le problème des "handicapés" est un problème de démocratie car si l'égalité des droits s'arrête lorsqu'une personne ne peut marcher ou lorsqu'elle attire l'attention, nous devons nous demander pourquoi un groupe qui ne porte pas atteinte aux intérêts des personnes est ainsi rejeté. Les "handicapés" attirent l'attention et provoquent la peur chez les autres (autrefois le maire d'un village où il y avait une institution ne voulait pas que les pensionnaires en sortent à cause des femmes enceintes). "Je ne veux pas être comme eux, ni que mes enfants le soient" : ce tabou est un obstacle à la réflexion.

Le producteur Jörg A. Eggers a été insulté à la suite d'une émission sur les enfants handicapés mentaux : "les 'handicapés' coûtent de l'argent, c'est une punition de Dieu, cela n'aurait pas existé sous Hitler, la nature elle-même a un caractère de purgatoire". Ces insultes ont amené la production d'un nouveau film.

Les enfants "handicapés" sont cachés car ils sont ressentis comme une punition. Il faut avoir honte. Les enfants jouent d'eux-mêmes avec un "handicapé", mais les parents ne le veulent pas. Cette attitude est fréquente dans toutes les couches de la société. Que ce soit la peur d'un handicapé mental dont on craint qu'il viole les femmes seules la nuit, ou du handicapé physique agité dont la vue est troublante, la réaction est la même : on n'est pas concerné. Il faut accepter le fait du handicap, cela fait partie des possibilités de tout être humain. Ce qui était autrefois considéré comme un handicap ne l'est plus maintenant, tel le fait de porter des lunettes ou d'être roux.

À l'encontre de ce qui se fait actuellement, les médias devraient insister davantage sur les points communs que sur les différences en ne mettant pas en avant les cas extrêmes. Le processus d'identification constitue la base de tout rapprochement. L'aide aux personnes handicapées ne peut être conçue que dans le sens d'une alliance entre valides et "handicapés" et non dans le sens d'une aide comme celle que l'on donne aux bébés ou aux enfants, c'est-à-dire "s'occuper d'eux"... qui se justifie par le slogan "gardez-les vivants et rien de plus" et sert de base à des réflexions du type "du temps d'Hitler cela n'aurait pas été possible". S'il ne faut pas nier que des "handicapés" ne peuvent, à des degrés différents, se prendre en charge eux-mêmes, il faut que la coopération de tous leur permette d'accéder à l'autonomie et à l'indépendance. Ceci implique un changement de mentalité de tous, y compris des "handicapés" qui doivent se sortir du cadre surprotecteur des institutions pour choisir la voie la plus difficile, celle de se prendre en charge eux-mêmes. C'est le rôle des médias de favoriser cette orientation. La télévision a produit plusieurs documentaires ainsi qu'un film. De nombreuses émissions de radio ont donné la parole aux différentes associations de handicapés ou ont abordé le problème des possibilités qu'offrent la famille et la vie familiale. Apparemment, il y a actuellement une plus grande disponibilité pour discuter des problèmes des "handicapés" en corrélation avec le fait que les groupes marginaux deviennent à la mode. Les inscriptions aux études d'assistantes sociales ont augmenté dans des proportions inimaginables. Les jeunes rencontrent des problèmes et essaient de les résoudre en s'occupant de ceux des autres. De même, dans les médias, la presse, la littérature, les films, de nombreux créateurs ont une expérience personnelle des groupes marginaux qui les pousse à intervenir. Il faut éviter le sensationnalisme et les cas extrêmes qui pèsent sur les consciences. Les consommateurs ne savent pas comment se comporter lorsqu'ils rencontrent un "handicapé", comment parler à un aveugle, comment monter une marche avec un fauteuil roulant. Les médias devraient aussi avoir un rôle didactique. Il ne faut pas demander beaucoup au public.

Il y a neuf provinces fédérales, chacune ayant sa propre législation. L'absence de coordination est accentuée du fait que les actions reposent uniquement sur les

initiatives individuelles des associations. Ainsi les aveugles sont les seuls à bénéficier de tarifs réduits pour le téléphone. De même à Vienne, deux guides pour "handicapés" ont été publiés simultanément. L'intervention auprès des médias est d'autant plus difficile que chaque association tient à ses prérogatives et à ses intérêts. D'où l'intérêt de l'existence d'une stratégie globale d'intervention des médias. Cependant, un Comité fédéral consultatif pour les personnes handicapées a été créé auprès du Ministère de la santé et de l'environnement, auquel participe l'Association des invalides de guerre, des invalides civils..., ainsi qu'une Association pour la réhabilitation qui se considère comme la coordinatrice de l'intervention des associations auprès des "handicapés".

On parle souvent de la solidarité entre "handicapés" mais, en fait, entre un paraplégique et un sourd il n'y a aucun intérêt commun si ce n'est d'être accepté par la société. L'utilisation d'un tronc commun entre tous les "handicapés" n'a pas d'efficacité; par contre, l'action d'associations spécifiques est utile dans la mesure où elle exprime les intérêts de ses adhérents et non ceux de ses responsables. Il ne s'agit pas de créer une conscience générale, mais de montrer les problèmes spécifiques à chaque handicap. En fait, un film d'amateur sur les vacances ou une fête rassemblant enfants valides et handicapés, peut faire beaucoup plus auprès des parents pour changer les habitudes qu'une grande campagne de presse ou de télévision sur l'intégration.

CANADA

SPEECH BY MR. DAVID A. WHITE

Director of Information Services, Canadian Council
for Rehabilitating the Handicapped (CRCD)

CRCD is a national non-profit voluntary agency with a deep concern and involvement in the rehabilitation and environment of the physically disabled of all ages.

We are comprised of 22 voluntary agencies across the country with representation in each province who provide direct services and programmes to the physically disabled. Financial support is received from our member agencies and the Federal Government.

Our National Office is comprised of four senior staff with secretarial support. We are augmented and assisted by ten standing volunteer committees each having representation by professionals in the committees' particular area of concern, such as technical aids, publicity and public education, etc.

In the area of fund-raising, publicity and public education, we conduct three separate national campaigns. Two fund-raising and one public education.

1. The Easter Seal Campaign for crippled children is conducted in March-April.
2. The Ability Fund Campaign on behalf of physically disabled adults in January.

Thirdly, a year-round public education campaign.

At the national level it is our task to conceptualize and develop the basic campaign material such as television commercials; radio announcements; magazine advertisements; transit advertisements; placemats; counter cards; billboards, etc.

Three separate committees assist us in this regard and we are fortunate in receiving the gratis support of three major Canadian advertising agencies, each responsible for a separate campaign. This gratis service if paid would run into several thousands of dollars. As a matter of policy - we do not pay for any advertising space. We do however, pay for the production of material. As a result; firstly, we are able to remain within our limited budget and secondly, we enjoy excellent support from the print and electronic media.

While the three campaigns vary we believe that they carry a common theme or thrust - one of a positive nature. Our philosophy if verbalized would be "See the Ability not the Disability".

Positive campaigns, to create positive attitudes, is and will continue to be our main priority.

We recently held our Annual Meeting and Conference in Toronto. The theme of the Conference was "Challenging Barriers to Change". To quote my Executive Director "There is a glimmer of progress in breaking down the physical barriers - the environmental designs that obstruct the mobility of the disabled. There is also a need for much improvement in the area of attitudinal barriers - the attitudes of people towards the disabled. Through understanding and acceptance the goal can be achieved - a society in which the disabled person can freely choose his own lifestyle".

We are committed to a course of changing attitudes for we believe that if we are successful the specific barriers such as housing, employment, transportation etc will quickly fall.

The Honourable Marc Lalonde, Minister of National Health and Welfare was the main speaker at our Annual Meeting and he said and I quote "I am pleased that you have chosen 'Challenging Barriers to Change' as the theme of this annual meeting. In the few years that I have been Minister of National Health and Welfare, I have noticed a change in the attitudes of many professionals - one evidence being your own positive public information and fund-raising campaigns. This in itself is a step forward.

As I said, I am glad that the Canadian Rehabilitation Council for the Disabled is addressing itself to this question and is working to do something specific about it. Of all the tasks it has set, this is one of the most difficult but one that can have a real effect on the day-to-day life of rehabilitated handicapped persons".

While I have a "rehabilitation" audience I would take this opportunity to inform you or perhaps remind you, that the 14th World Congress of Rehabilitation International will be hosted by CRCD and take place in Winnipeg, 22-27 June 1980.

Please take a warm welcome back to your country and plan to come to Winnipeg in 1980.

Material produced in our fund-raising and public education campaigns consists of the following:

You now have a copy of our Annual Report and Declaration of Intent. We have also recently completed a two-year Programme Report and proceedings on a National Housing and Essential Support Services Conference plus our quarterly publication "Rehabilitation Digest" which I would be happy to forward if you would kindly see me after the meeting.

RESUME DE L'EXPOSE DE M. DAVID A. WHITE

Le Conseil canadien pour la réhabilitation des "handicapés" est une organisation bénévole qui s'occupe essentiellement des problèmes de réhabilitation et d'environnement pour les handicapés physiques de tous âges. Il comprend 22 organisations volontaires dans tout le pays. Ses finances proviennent de l'Etat fédéral et des comités locaux. Le bureau national comprend quatre membres responsables avec les secrétariats correspondants. L'action est renforcée par 10 comités de travail, chacun d'eux comprenant des représentants de différentes professions telles que : la publicité, la propagande, les aides techniques et l'éducation du public. Les fonds sont recueillis au cours de trois campagnes nationales, l'une en mars-avril pour les enfants handicapés, la seconde en janvier pour les adultes et la dernière permanente pour l'éducation du public. C'est le rôle du Conseil de concevoir au niveau national le matériel de base de la campagne, c'est-à-dire, la publicité à la radio, la télévision, les journaux, les cartes et les affiches. Il est pour cela assisté de trois comités et reçoit l'aide gratuite de trois grandes agences de publicité, chacune s'occupant d'une campagne. Il y a donc un bon support publicitaire dans la presse et les moyens audiovisuels, le Comité ne payant que la fabrication des matériaux. Une philosophie unique et positive pour ces trois campagnes "voyez la capacité et non l'incapacité".

Au congrès annuel de Toronto, le thème était "défier les barrières pour qu'elles changent". Il s'agit aussi bien des barrières architecturales que des barrières psychologiques, car le but est d'obtenir le droit pour la personne handicapée de pouvoir choisir librement son style de vie. Le changement des attitudes du public aura pour conséquences la suppression d'obstacles particuliers dans le logement, l'emploi... et plus généralement se répercutera directement sur la vie quotidienne des "handicapés" réhabilités.

Le quatorzième Congrès mondial de la réhabilitation internationale aura lieu à Winnipeg du 22 au 27 juin 1980. Pour soutenir les trois campagnes, certains documents ont été publiés : un rapport annuel accompagné d'une déclaration d'intention; un programme de deux ans concernant le logement et le soutien aux personnes handicapées et une revue trimestrielle "rehabilitation digest".

Quelques exemples de spots publicitaires à la télévision :

- course en fauteuil roulant d'enfants handicapés; enfants en train de dessiner, accompagnés de la légende "beaucoup d'infirmes luttent avec courage, mais le courage n'est pas tout, donnez à Easter Seals";
- un handicapé physique en fauteuil sur une piste de course reçoit une médaille olympique "chaque année le Fonds de réhabilitation vient en aide aux handicapés physiques afin de leur donner confiance en soi" ;
- course de ski "s'il y a un accident, il est bon de savoir qu'il existe une association qui peut lui permettre de reprendre ses activités. Le courage ne suffit pas" ;
- appel à des artistes, tel Frank Sinatra;
- images d'un bébé "c'est un miracle que ce bébé soit parfait, sinon pensez à Easter Seals".

DENMARK

SPEECH BY MRS. INGE NILSSON

Consultant, Inspectorate of Special Education
Ministry of Education

The theme "integration of the handicapped into society" often reminds me of how a pioneer within integration in a developing country opened her statement with the following comparison. She told about a poor London pavement painter who had drawn the most delicious meal with wine sparkling in the glasses. Underneath he had written: "Easy to draw, hard to get". Integration and general information about integration is a long process, even in our country, where the philosophy of integration has political accept as well as a general accept from the population.

Many activities have been undertaken and results have been achieved. Among these it seems natural to stress education and rehabilitation as the most important. According to our legislation both areas are the responsibility of the State, the county and the community.

The Public School Law states that the ordinary school be developed in such a way that all children can have their education there, if the parents so wish, and provided that the children's handicaps do not need a special care and treatment, which can only be given in an institution.

Today more handicapped children are taught and treated in the public school than in the segregated schools, and this integration has influenced higher education, theoretical as well as practical education, to work along the same trend.

Rehabilitation under the Social Assistance Law together with special education has been of inestimable importance to make the handicapped able to utilize the possibilities of integration, which is at the same time a chance and a challenge, and always a huge work for the handicapped.

The integration has changed the society in many ways to give access to the handicapped. Having the handicapped among us is of course the best information, a useful mutual experience. But it is not sufficient to change the general attitude towards the handicapped.

Much more information is needed and will probably always be needed. As in other countries it has been provided through television, radio, instructional films, newspapers, literature, and so on, to be used in the micro- as well as in the macro-milieu, the two milieus being of course of equal importance. Besides, attention is drawn to certain handicap groups or certain diseases to raise funds for further efforts within research or extra care. A few examples of this can be seen in the exhibition.

We have been asked here to give some sort of critical analysis of activities in our country to make the general public aware of the problems of the handicapped. Briefly I think it holds true that the information through the mass media has been professional and unsentimental, aiming at a good and honest insight in the problems of blind, hard of hearing, motor handicapped, speech defective and other handicapped fellow-citizens. It is remarkable that the titles of television programmes have changed during the last few years to deal now with results achieved by the handicapped more than with problems. Do titles as the following reflect some successful results, when television has a documentation of:

"Handicapped can cope with a job"

"When it is an experience to be able to manage for oneself"

"A handicap - no obstacle" (about education),

just to mention a few informative programmes from 1975 and 1976.

On the other hand I want to mention also a television programme from 1974. It is a spontaneous play, where eleven physically disabled act in their daily parts. The problems of "the odd man out in society" are under debate in this play, and it gives a clear lesson to all so-called sound people of how handicapped we are in our views of the disabled, their needs, wishes and ability, and how limited they still feel "having to suffer daily the fear and pity, the guilt and suspicion".

I am sure, this is also some of the truth, part of the image of the handicapped, presented to us by themselves - spontaneously.

I had expected to show this film here. But unfortunately, because of technical difficulties in the Unesco House, Denmark cannot be represented by any material from the television production, by far the best informative channel to the public. It always gives the background for a debate, that echoes in the press and among people, to accelerate practical results.

Instead of this television production, called "Knots", I have chosen to finish my statement by showing a short sequence from a film from 1973. The film is called "Hands for the Handicapped". It tells about Erik, a 22 year old youngster with cerebral palsy. He cannot use his hands, but has a good control of his head. The film shows a team-work carried out to analyse his abilities and disabilities as the background for inventing new devices for him, to give him "hands". In its full length the film shows how independent these simple tools have made him, and that he is acquiring more and more skills. The film also shows, that the idea behind this work has universal validity.

The sequence of the film

I should like to finish here, letting these words "imaginative and practical" be the motto for future work and information, which can be approved both by the handicapped and by the public.

"HANDS FOR THE HANDICAPPED"

a practical and philosophical film
about mechanical aids for people with motor handicaps

16 mm. colour
English commentary
Length: 23 min.

Rehabilitation is of inestimable importance both to the individual and to the community.

The staff of institutions can play a role of particular significance. The needs of an individual can be studied, and then there is room for truly imaginative creation. Really helpful aids can be delightfully simple, but, on occasion, co-operation with applied science colleagues will be necessary and rewarding.

The film is about Erik, now 22 years old. He has cerebral palsy, and cannot use his hands. Over the years a number of aids have been developed for his use. These aids made practical and tolerable his school education and subsequent apprenticeship.

The main devices consist of a double sprung biting block with a forceps projection, and a single biting block, to which can be attached a variety of tools - pens, pencils, grasps, etc.

An electrically driven compass was developed in collaboration with Denmark's Tekniske Højskole.

A special elevated rotating food plate allows unassisted eating.

Leisure recreation was not neglected - Erik can play cards, chess and draughts, use the telephone and manipulate a tape recorder.

The devices shown would be of value to other similarly handicapped individuals, while the philosophy which was the basis of their design is of wide application in the alleviation of a variety of handicaps.

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Karen Rygaard
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Ole Søgaard

Direction: Jørgen Rygaard, M.D.

Production: KLINISK FILM A/S
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RESUME DE L'EXPOSE DE Mme INGE NILSSON

Le thème de la journée "Intégration des handicapés dans la société" me rappelle la comparaison d'une pionnière de l'intégration dans un pays en voie de développement, avec un pauvre peintre londonien qui avait dessiné le mets le plus merveilleux accompagné de champagne avec la légende "facile à dessiner, difficile à obtenir". L'intégration et l'information qui la sous-tend sont un long processus même dans notre pays où cette idée est bien reçue tant dans les milieux politiques qu'au niveau de chaque citoyen. Les résultats les plus importants ont été obtenus dans l'éducation et la réadaptation, qui sont du domaine de la responsabilité de l'Etat, des comtés et des collectivités locales. La loi fait obligation à l'école d'accueillir les enfants handicapés si les parents le souhaitent et s'ils ne nécessitent pas des soins spéciaux. De ce fait, la majorité des enfants sont intégrés. Ceci a eu des conséquences tant au niveau de l'enseignement théorique et pratique qu'au niveau du travail. Les lois sur la réadaptation ont permis aux "handicapés" d'utiliser les possibilités d'intégration, ce qui est à la fois une chance et un défi et de toute façon nécessite un gros effort de la part des "handicapés". L'intégration a entraîné une transformation de la société pour lui permettre d'accueillir les "handicapés"; vivre avec eux est la meilleure information d'où la nécessité d'une information continue. Celle-ci est diffusée tant par la presse et la littérature que par les moyens audiovisuels, de manière à toucher à la fois l'individu et l'ensemble des groupes sociaux. De plus, pour certaines maladies, il y a une information spécifique destinée à obtenir des fonds pour la recherche.

L'information a un caractère technique, professionnel et non sentimental, elle a évolué, mettant l'accent maintenant sur les résultats, plus que sur les problèmes. Les campagnes d'information ont eu des thèmes tels que "le handicapé peut avoir un travail", "le handicap n'est pas un obstacle à l'éducation" en 1975-1976. Une émission de télévision est réalisée depuis 1974 qui consiste en une improvisation où 11 handicapés physiques jouent leur rôle quotidien, mettant en évidence des problèmes tels que celui de l'homme marginal dans la société et montrent que les valides sont handicapés dans leur point de vue sur les besoins, les aspirations et les capacités des "handicapés" et que ces derniers sont limités par la peur, la pitié, la culpabilité et la suspicion qu'ils ressentent quotidiennement dans les attitudes. C'est donc une partie de l'image des "handicapés" qui nous est présentée par eux-mêmes. Ce film de télévision ne peut être projeté à l'Unesco pour des raisons techniques, mais il faut noter que la télévision est le meilleur moyen d'éducation du public, d'autant que les émissions sont relayées par la presse.

En 1973 a été réalisé le film "des mains pour les handicapés" montrant un jeune ne pouvant se servir de ses mains à la suite d'une paralysie cérébrale, mais ayant un bon contrôle de sa tête. A la suite d'une étude réalisée par une équipe de recherches sur ses capacités et ses limites, il lui a été fabriqué un dentier lui permettant d'utiliser une pince pour remplacer ses mains : pour ouvrir une porte, prendre un livre, mettre en marche une cassette... De même une assiette placée à la hauteur de sa bouche et pivotant sur un axe central lui permet de manger seul. Enfin un compas électrique contrôlé au pied et un téléphone avec bras articulé et micro amplifié lui permettent de mener non seulement ses études, mais une vie relationnelle normale. Ce film met en évidence la relativité du handicap et les possibilités de compensation synonymes d'indépendance pour la personne handicapée. La devise du film est "imagination et sens pratique". C'est notre devise pour le travail futur et cela peut être accepté par tous, même les "handicapés".

THE UNITED STATES OF AMERICA

SPEECH BY DR. EDWIN W. MARTIN JR.

Deputy Commissioner for Education of the Handicapped
Bureau of Education for the Handicapped
U.S. Office of Education

Because the focus of this conference is on media, I shall not spend too much time discussing the status of handicapped people, but I think it is important to note that any campaign to improve their image cannot be credible, if its sponsors are not credible, if the general public is not satisfied that the providers of information believe what they are saying.

In the United States, we have, accordingly, tied our campaign to improve the image of handicapped people to a campaign to improve their real status. Our media campaign emphasizes that handicapped people are more like than unlike the rest of society, that they have the same rights as everyone else to appropriate educations, jobs, housing, recreation, and fulfilling lives, and equally importantly, that they have the same obligations to contribute their talents and energies to managing the nation and increasing its resources. Our affirmative action efforts including developing and implementing laws to ensure that people will not be subjected to discrimination on the basis of their handicapping conditions. Our laws have been developed with the help of consumer organizations representing handicapped people, and those organizations are working with us and independently of us to see that the laws are enforced.

All of the efforts to improve the image of handicapped people in America are not co-ordinated by the Government. Many agencies, companies and foundations direct their own campaigns, and, increasingly, organizations (such as the American Coalition of Citizens with Disabilities) representing handicapped consumers are speaking for themselves. The Department of Health, Education and Welfare, however, is the largest provider of services to handicapped people, and we often lend technical assistance to other organizations.

The sample materials we have brought to this conference represent every phase of our government-sponsored campaign, and some of the best of the privately funded efforts in America. You will notice, when you see our exhibit, that many of our materials are simply factual and would not ordinarily be viewed as "attitude changing". We have included them, however, in this presentation and in our campaign, because we feel that in demonstrating the real potential of handicapped people to grow and contribute to society, they combat negative stereotypes of handicapped people as static and dependent. Materials in this category include:

- (1) pamphlets from the federally-sponsored National Information Centre for the Handicapped "Closer Look", including descriptions of handicapping conditions, summaries of laws, and practical advice on how to get children diagnosed and how to evaluate special education programmes;
- (2) copies of The Exceptional Parent magazine, a publication in which parents share their problems and successes with one another, and professionals describe handicapping conditions and treatments in lay terms;
- (3) resource materials (from the Massachusetts Department of Mental Health, Media Resource Centre) designed to help parents work with their children at home and understand what teachers are doing with them in school;

- (4) a new newsletter, developed by the American Association for the Advancement of Science to publicize the existence of distinguished scientists who happen to have handicaps, to encourage handicapped students to pursue careers in the sciences, and to offer information on how to structure educational programmes and scientific professions to accommodate handicapped professionals.

In the category of non-fictional, but clearly exhortive materials we have bought:

- (1) a ninety-minute television discussion programme (What Shall We Do For Thursday's Child?), which was one of many sponsored by the federal government to present the issues of special education to the general public;
- (2) a one-hour television documentary (Including Me) privately produced by the Capitol Cities Television Network to show, through the true-life experience of six handicapped students, that all students benefit when schools provide a growing, learning environment for handicapped people;
- (3) posters and print advertisements describing the needs and rights of handicapped people.

We often employ handicapped actors in our radio and television spot announcements directing handicapped people to services. These, however, are rather dramatizations than cinema vérité, an attempt to make the general public comfortable with handicapped people by showing handicapped people in "human" situations with which the public must automatically identify: learning, striving, playing, accomplishing, even rebelling. In these spots, we have tried to present the handicaps of people as subsidiary or irrelevant to the action, in the hope that this will reverse the common pattern of personifying people by their handicapping conditions. As examples of more fully developed dramatizations of this type we have brought segments from the Sesame Street and Mr. Rogers television programmes, which integrate handicapped people matter-of-factly with the actions of the shows, and we have brought segments of performances by the National Theatre of the Deaf, which star handicapped people, who are obviously not handicapped in their dramatic roles.

The last category, the one most easily accepted by the general public is, of course, pure fiction. We have brought two examples, an All in the Family television programme, produced by Mr. Norman Lear and a few children's books with "handicapped" human and animal heroes. These confront the issues of handicaps directly and, without minimizing their effect on the people who bear them, suggest that society may be more limiting than the conditions which appear to be the problem.

RESUME DE L'EXPOSE DU Dr EDWIN W. MARTIN Jr.

La journée mettant l'accent sur l'information, le statut des personnes handicapées ne sera pas évoqué, cependant leur image ne sera modifiée que si elle est crédible et que le public est persuadé que ceux qui font l'information croient à ce qu'ils disent. Les campagnes d'information pour améliorer l'image des "handicapés" sont menées parallèlement à des campagnes pour l'amélioration de leurs statuts et mettent l'accent sur les points communs, les plus nombreux, et non sur les différences entre personnes valides et personnes handicapées. Elles soulignent le fait que les handicapés ont les mêmes droits que les autres, mais aussi les mêmes obligations, à savoir mettre leur talent et leur énergie à participer à la vie du pays et au développement de son économie. Il faut mettre en place des lois pour éviter toute discrimination basée sur le handicap; participent à l'élaboration et au contrôle de ces lois les associations représentant les "handicapés". Il n'y a pas de coordination des actions au niveau du gouvernement, elles sont dues aux initiatives privées : agents, fondations, compagnies... et de plus en plus aux associations de handicapés telles que la Coalition américaine des citoyens handicapés. Cependant, les Départements de la santé, de l'éducation et des affaires sociales fournissent un grand nombre de services aux "handicapés" et une assistance technique aux organismes privés. Les exemples qui seront cités sont tirés des actions gouvernementales ou des meilleures initiatives privées, mais la plupart d'entre elles ne sont que factuelles et n'entendent pas modifier, du moins directement, les attitudes. Cependant, en montrant les possibilités des personnes handicapées à participer au développement de la société, nous pensons lutter contre les préjugés existants qui montrent le "handicapé" comme statique et dépendant :

- brochures du Centre national d'information à responsabilité fédérale pour les "handicapés" : "Closer Look" qui contenaient des descriptions de causes de handicap, un résumé des lois, des conseils pratiques pour l'examen des enfants et l'éducation spéciale;

- magazines "des parents exceptionnels" : dans lesquels les parents de handicapés échangent leurs problèmes et leurs points de vue, et des professionnels décrivent les causes de handicap et le traitement dans des termes de vulgarisation;

- brochures d'aides techniques éditées par le Service de la santé mentale et les Services d'aide de l'Etat du Massachusset : donnent des conseils aux parents pour travailler avec leurs enfants à la maison et les aider à comprendre le travail fait par les éducateurs;

- rubrique d'information de l'Association pour le développement de la science : permet de faire connaître l'existence de scientifiques handicapés remarquables afin d'inciter de jeunes "handicapés" à entreprendre des études scientifiques et offrir une information sur les orientations possibles et les programmes correspondants.

Dans la catégorie du matériel non descriptif et informatif :

- émission de télévision : discussion de 90 minutes "Que ferons-nous pour l'enfant du jeudi ?" sous la responsabilité du gouvernement fédéral pour présenter les problèmes d'une éducation spéciale du grand public;

- documentaire télévisé d'une heure "Y compris moi" produit par une chaîne privée "Capital Cities" qui montre à travers l'expérience vécue de six étudiants handicapés que l'environnement nécessaire à leur présence est bénéfique à tous les autres ;

- affiches et publicité imprimées sur les besoins et les droits des "handicapés";
- emploi d'acteurs handicapés dans les spots publicitaires à la télévision et la radio pour parler de leurs problèmes. Il ne s'agit pas de cinéma vérité mais de dramatiques qui présentent les "handicapés" dans des situations "humaines" et mettent le public à l'aise en lui donnant la possibilité de s'y identifier facilement : apprendre, lutter, louer, réaliser et même se révolter

EXPOSE DE M. JEAN SAVY
ADMINISTRATEUR DU COMITE NATIONAL FRANCAIS DE LIAISON
POUR LA READAPTATION DES HANDICAPES

En choisissant comme thème de cette journée de réflexion "Images du handicapé proposées au grand public", l'Unesco n'a fait que traduire un besoin ressenti comme une nécessité et même comme un droit par les handicapés.

Ce droit à l'information n'a pas toujours été exprimé avec une telle force en France et je me souviens d'une époque, disons avant les années 1969-1970, où elle n'avait pas le caractère prioritaire qu'on lui accorde aujourd'hui.

Cette évolution tient à mon sens à deux phénomènes :

- l'un général, relié au développement de l'information et sur lequel je n'insisterai pas;
- l'autre aux personnes handicapées elles-mêmes : conséquence en partie de l'augmentation du nombre des handicapés - notamment des grands handicapés - due paradoxalement aux progrès mêmes de la science. Pour ne citer que quelques exemples, les mongoliens vivent bien au-delà de l'adolescence avec l'utilisation des antibiotiques, les paraplégiques et les tétraplégiques ont une espérance de vie supérieure à 25 ans alors qu'autrefois ils ne vivaient que quelques jours.

Ces personnes atteintes d'un handicap, par leur nombre même, dans un monde qui se cloisonne artificiellement et multiplie ses exclus, ne veulent plus y être ignorées. Pour y parvenir, les associations de handicapés, avec des moyens souvent dérisoires, ont entrepris une action d'information qui s'est traduite très schématiquement par leur participation à des émissions télévisées ou à la radio, des articles dans la presse et deux campagnes nationales d'information.

L'enquête qui vient d'être faite par le Comité national français de liaison pour la réadaptation des handicapés sur toutes les émissions télévisées sur les handicapés réalisées de 1970 à 1976 témoigne de la réalité d'un tel effort puisque 420 émissions ont été recensées durant cette période.

Mais c'est à travers une analyse plus détaillée de ce chiffre qu'on trouve les enseignements les plus significatifs. En voici quelques-uns.

Il apparaît qu'il existe au moins inconsciemment une hiérarchie des handicaps. Il y a ceux dont on parle et ceux dont on parle moins et pour ainsi dire pas du tout.

Les cardiaques, avec 149 émissions, et les handicapés moteurs avec 120 émissions ont indéniablement la vedette. Les handicapés mentaux et les malades mentaux, pourtant plus nombreux, n'ont disposé respectivement que de 28 et 29 émissions. La frontière entre malades mentaux et handicapés mentaux y est d'ailleurs souvent mal définie.

On a dénombré également 15 émissions pour les handicapés visuels et 13 pour les handicapés auditifs, 14 pour les diabétiques et aucune pour les handicaps associés.

C'est en 1973 qu'on a relevé le plus d'émissions : 136 au total, alors que la moyenne annuelle sur sept ans est de 50 émissions. Ce chiffre particulièrement élevé nous semble tenir à une importante action d'information sur les progrès de la chirurgie cardiaque et le retentissement des opérations à cœur ouvert.

Cette information n'a pas de régularité ni de mois privilégiés, mais elle apparaît à l'occasion d'événements d'actualité : journées en faveur des handicapés,

conférences de presse, parution d'un ouvrage. Les maladies mentales sont remarquablement traitées dans le cadre des émissions médicales mais elles peuvent être également présentées par leur côté "sensationnel" à l'occasion, par exemple, d'affaires d'internement abusif.

L'analyse par thème traduit également une évolution intéressante.

De 1970 à 1974, l'approche du handicap était principalement médico-chirurgicale. Il a fallu attendre 1975 pour constater une plus grande participation des handicapés et de leurs familles sur des sujets socio-professionnels. C'est ainsi qu'en 1976 l'ensemble des thèmes portant sur les loisirs, le travail, le sport, les rapports du handicapé avec la société ont totalisé 40 % des sujets traités. Mais il faut remarquer également, et ce fait rejoint une remarque précédente, que durant cette dernière année, 60 % des témoignages émanent de handicapés moteurs.

Cette évolution dans les thèmes est certainement due pour beaucoup aux campagnes nationales d'information que nous évoquerons plus loin, à l'effort des attachés de presse des diverses associations, aux préoccupations des handicapés eux-mêmes qui ont pris conscience d'une nécessaire intégration et du caractère global, c'est-à-dire également social et professionnel, de toute réadaptation.

Le comportement des trois chaînes de télévision, et c'est là un des bienfaits ou des désavantages de l'indépendance des chaînes, n'est pas le même à l'égard des handicapés. On note sur la première chaîne une progression constante avec une régression brutale en 1975 alors que la deuxième chaîne est plus irrégulière. Certaines émissions comme "Vivre au présent", "A la bonne heure", "Les médicales" pour la première chaîne, et "Aujourd'hui madame" pour la deuxième chaîne, y consacrent assez souvent quelque temps d'antenne.

Quant à FR3 qui a moins d'heures d'antenne que les deux autres chaînes et une vocation plus cinématographique, elle n'a traité que rarement des handicapés, mise à part (en son temps) l'émission "Tribune libre".

Si cette première approche nous montre que les handicapés bénéficient finalement à la télévision d'un certain temps d'émission à des heures de passage satisfaisantes et au cours de programmes assez variés, on peut néanmoins se demander si le temps d'antenne qui leur est ainsi consacré correspond bien à l'importance du problème.

Si l'on prend le temps d'antenne relevé en 1975, on s'aperçoit qu'il est de 0,1 % pour une population qui, diabétiques et cardiaques compris, représente 9,5 % de la population. Dans le même temps, on peut estimer par exemple que le temps d'émission consacré à nos amis les bêtes occupe au minimum 1,4 % du temps d'antenne. Ce dernier chiffre laisse rêveur !

Durant la même période, le Comité national français de liaison pour la réadaptation des handicapés a réalisé deux grandes campagnes d'information, en 1971 et 1973-1974, qui me paraissent significatives à bien des égards.

D'abord, c'était la première fois, avant même, si mes souvenirs sont bons, la prévention routière, qu'on utilisait en France des techniques publicitaires au service d'une cause d'intérêt national. Le procédé a été repris depuis bien souvent et s'est même généralisé.

Ensuite ces campagnes ont été réalisées avec des moyens financiers très faibles, tout en étant importantes.

Enfin, elles n'ont pas fait appel à la pitié, à l'assistance, mais au contraire ont voulu donner du handicapé l'image d'un homme, non pas exceptionnel, mais comme les autres et qui veut vivre la vie de tout le monde.

La première campagne portait sur "L'emploi des travailleurs handicapés", la seconde sur "Les barrières architecturales".

Comment se sont déroulées ces campagnes et avec quels moyens ?

C'est un petit groupe de travail comprenant des représentants des associations de handicapés avec le concours gracieux d'une agence de publicité qui les a réalisées.

Je vous ai précisé tout à l'heure que nos campagnes avaient été réalisées avec un minimum de moyens. Les chiffres qui suivent en témoignent.

La première campagne nous a coûté environ 130.000 francs. En contrepartie, le total des pages publicitaires dans la presse, des flashes à la radio, des spots télévisés peut être estimé à quatre millions de francs.

La deuxième campagne nous est revenue à quelque 260.000 francs avec un résultat financier sensiblement similaire. Il faut signaler que l'essentiel des sommes que nous avons dépensées pour ces campagnes provenait dans une proportion de 90 % de nos passages à la télévision.

La télévision française, si elle nous a fait payer un tarif réduit, ne nous a pas donné gracieusement ses antennes, contrairement à la presse, à la radio, aux salles de cinéma. Pour être juste, il faut dire que les sommes que nous avons dépensées provenaient pour la plus grande partie d'une subvention du Ministère du travail.

Les résultats de ces campagnes peuvent se situer sur deux plans :

- tout d'abord les personnes handicapées : elles en ont été satisfaites. A quelques exceptions près, nous n'avons pas reçu de critiques;
- d'autre part, pour les non handicapés : un sondage Sofrès a donné alors les résultats suivants :
 - . 70 % des personnes interviewées ont déclaré avoir vu, lu ou entendu la campagne;
 - . 74 % des interviewés ayant perçu la campagne ont exprimé un avis favorable à son égard;
 - . l'attitude des Français vis-à-vis des handicapés physiques est apparue comme très favorable et ce d'autant plus qu'ils ont perçu la campagne publicitaire.

De manière plus précise, les informations suivantes ont été également recueillies :

1. Souvenir de la campagne publicitaire :

- 70 % des personnes interrogées ont déclaré se souvenir d'une campagne d'information en faveur des handicapés;
- sur l'ensemble des personnes ayant raconté ce qu'elles avaient vu ou entendu, 64 % ont restitué correctement les éléments fondamentaux de la campagne;
- la perception de la campagne a été très homogène en fonction des différents critères (sexe, âge, catégorie socio-professionnelle, région et habitat).

2. Attitude vis-à-vis de la campagne :

Sur l'ensemble des personnes ayant perçu la campagne, 74 ont eu une attitude favorable vis-à-vis de celle-ci. D'une manière plus précise :

- soit "parce que tous les Français vont se sentir solidaires de Français défavorisés et essaieront, dans la limite de leurs possibilités, de faire quelque chose" (74 %);

- soit "parce qu'elle va rendre le problème plus présent aux responsables politiques et aux chefs d'entreprises qui vont se sentir obligés de faire quelque chose" (27 %).

Alors que 6 % seulement d'entre elles ont estimé que "c'est de l'argent caché".

Enfin, ces deux campagnes ont abouti à un très grand nombre de réactions en chaîne, qu'il s'agisse des journées organisées, depuis cette époque, avec l'Agence nationale pour l'emploi, de la campagne menée par la Jeune chambre économique, des nombreuses réunions mises en place par les Lions Club, etc. et de la diffusion de différents documents.

Citons en particulier la diffusion à 20.000 exemplaires d'un numéro spécial de la revue Réadaptation sur l'emploi des personnes handicapées et le travail protégé, et le tirage à 12.000 exemplaires du Cahier de la vie quotidienne sur le logement des handicapés.

A titre anecdotique et sans vouloir généraliser cet exemple, je citerai une réflexion que m'avait faite alors un paraplégique qui m'avait parue alors très révélatrice de la portée et du sens de ces campagnes.

Ce paraplégique venait à son travail chaque matin par le train. Avant, m'a-t-il confié, on m'aidait bien sûr à descendre de wagon, mais je sentais à mon égard comme un sentiment de pitié. Maintenant on continue à me descendre sur le quai mais dans un autre esprit, me semble-t-il. On me dit volontiers "voulez-vous un coup de main" comme à un camarade, en quelque sorte, pour aider quelqu'un qui a un problème matériel à résoudre.

En parallèle à ces côtés positifs, je dirai également un mot avant de conclure sur les films et documents audiovisuels dont nous disposons en France sur le problème des personnes handicapées.

Si les documents à caractère médical sont nombreux, réalisés en partie avec le concours des grands laboratoires pharmaceutiques, il n'en est pas de même pour les documents portant sur la formation professionnelle, l'intégration sociale, les loisirs, etc. A titre d'exemple, nous avons relevé dans le catalogue de la cinémathèque de l'enseignement de 1974 que sur plus de 1.850 films dont dispose cette cinémathèque, cinq seulement concernent le problème des handicapés. Ces cinq films étaient antérieurs à 1968 et deux d'entre eux à 1957 ! D'autre part, si quelques bons documents existent, ils sont peu ou pas connus et en particulier dans le cadre de montages audiovisuels, ils constituent des exemplaires uniques. Il y a là, me semble-t-il, une lacune considérable en ce qui concerne les documents de vulgarisation qui pourraient être mis à la disposition des diverses associations et collectivités. Nous espérons, en particulier avec le concours de la Fondation de France, qu'il sera en partie possible d'y remédier¹.

Une précision enfin à propos de la presse : un suivi à partir de trois mots clé concernant "le logement", "l'emploi" et "handicap et société" laisse apparaître en particulier dans les quotidiens régionaux que ce type d'information est pratiquement repris à l'occasion d'inaugurations : instituts médico-pédagogiques, médico-professionnels, centres d'aide par le travail.

Il y aurait certainement une étude très importante à réaliser par une équipe de sociologues à partir de ces documents sur "les images du handicap" qui passent ainsi dans la presse nationale et régionale. J'espère que cet appel sera entendu.

1. A la suite des journées Unesco a été créé le Bureau de documentation audiovisuelle sur les handicaps et la réadaptation - 38, boulevard Raspail, 75007 Paris. Téléphone 222.36.84

A ce point de mon exposé, compte tenu du temps qui m'est imparti, j'en viens aux conclusions que j'ai souhaitées les plus pratiques possible.

L'enquête réalisée par le Comité national français de liaison pour la réadaptation des handicapés avec la télévision montre à l'évidence que le problème des handicapés a fait l'objet d'une information assez conséquente, même si elle est à notre gré encore insuffisante et de qualité inégale.

Cette enquête souligne également combien l'information est disparate et incoordonnée, si l'on excepte les campagnes nationales d'information dont nous reparlerons tout à l'heure.

Faut-il le déplorer et souhaiter pour autant une centralisation des informations concernant les handicapés ? Ce serait à mon sens une erreur car elle risquerait de tarir les sources d'information nombreuses, qui ne peuvent être le fait d'un seul organisme quel que soit son dynamisme.

On pourrait par contre envisager, pour un certain nombre d'opérations bien précises, une coordination par l'intermédiaire d'organismes déjà existants comme le Comité national français de liaison pour la réadaptation des handicapés et le Comité français d'éducation pour la santé.

Cet effort d'information a-t-il donné les résultats qu'on pouvait en attendre ?

Il est raisonnable d'estimer que le problème des handicapés est bien mieux connu qu'il y a dix ans, et bien sûr qu'il y a vingt ans.

Un sondage Sofrès réalisé à la demande de plusieurs associations de handicapés est à cet égard significatif. Il témoigne d'une certaine connaissance des problèmes des handicapés. C'est ainsi que 72 % des personnes interrogées déclarent connaître des handicapés physiques, que 83 % des salariés jugent souhaitable qu'un handicapé travaille dans l'entreprise où eux-mêmes sont employés et que 63 % déclarent qu'ils accepteraient de payer une nette majoration d'impôts pour permettre à l'Etat de mieux les aider. Ces chiffres très positifs ne doivent cependant pas nous inciter à une trop grande euphorie ! Derrière les déclarations de principe, généreuses bien sûr, on peut s'interroger sur les réactions réelles des personnes consultées, si elles avaient à travailler avec des handicapés ou si on traduisait sur leur feuille d'impôts l'augmentation qui résulterait de l'aide accrue qu'on leur apporterait... "Le regard des autres" à l'égard des handicapés n'est pas exempt, dans les faits, de pitié et du refus de partager avec eux la vie quotidienne.

Ceci nous amène à souhaiter une politique de l'information en faveur des handicapés en trois volets, en se disant que pour être efficace, elle doit être renouvelée dans le temps.

1. Au moyen de campagnes d'information "grand public", de style, disons le mot, publicitaire, du moins par les méthodes, comme celles réalisées à deux reprises en 1971 et en 1973-1974 par le Comité national français de liaison pour la réadaptation des handicapés, et comme celle que doit entreprendre le Comité français d'éducation pour la santé. Mais pour être efficaces, elles doivent être nuancées, se garder d'avoir un caractère trop provoquant.

Nous touchons là à un des dangers de l'information menée pour des causes d'intérêt national comme la nôtre. Il faut se méfier d'une certaine saturation de l'information qui aboutit à demander trop souvent aux Français d'adopter certaines règles de conduite individuelle ou de penser d'une certaine manière, même si c'est une pensée généreuse.

On pourrait aboutir à un phénomène, pour employer ce terme à la mode, de "ras le bol" qui irait à l'encontre du but recherché.

2. Au moyen d'une information ponctuelle qui passe comme par le passé par l'intermédiaire des médias habituels (télévision, radio, presse) et s'intègre dans les émissions actuelles mais sous une forme plus coordonnée, en s'appuyant sur une information permanente et pratique au moyen de créneaux qui pourraient nous être offerts, comme c'est déjà le cas à la radio pour Europe I et France-Inter.
3. Au moyen d'une action en profondeur qui s'appuierait sur des relais existants : syndicats patronaux et ouvriers, corps médical, travailleurs sociaux, enseignants, promoteurs et architectes, pour ne citer que ces catégories. Cette action paraît fondamentale et doit nous permettre de faire comprendre les "réalités souvent très complexes posées par l'insertion des handicapés et faire entrer dans les coeurs cette notion que la personne handicapée doit vivre avec nous, parmi nous".

SUMMARY OF MR. SAVY'S SPEECH

The chosen theme expresses a need but also a right of the handicapped. It is a new phenomenon which has become apparent since 1969/1970. The evolution results from, on the one hand, the general development of information services and, on the other hand, the increased number of seriously handicapped people due to medical research (mongols, tetraplegics.....). The disabled will no longer accept exclusion from society, to be ignored, hence the distribution of information from organizations with resources often quite derisory. The French National Liaison Committee for the Readaptation of the Handicapped (CNFLRH) has carried out an inquiry concerning all television programmes dealing with the disabled between 1970 and 1976, i.e. 420 broadcasts. It is noticeable that, at least subconsciously, a hierarchy of the disablement exists. Cardiac sufferers had 149 programmes, the physically handicapped 120, mentally handicapped 28, mentally ill 29, visually handicapped 15, the deaf 13, diabetics 14 and none for other forms of handicap. It should also be noted that the dividing line between mental handicap and mental illness is often badly defined.

Whereas the average number of programmes per year over a period of seven years is 50, in 1973 there were 136 concerning sufferers from heart trouble and those who had heart operations. This information came from news items, special events concerning the handicapped, from some publication..... The mentally handicapped presented in medical programmes are sometimes dealt with from a sensationalist aspect. As to the approach concerning the handicap, from 1970 to 1974, it was that of a medical point of view. From 1975 it was socio-professional especially, with the participation of the disabled and their families. However, 60 per cent of the reports came from the physically handicapped. This evolution is due to the new awareness by the handicapped themselves that integration must be all-embracing, and also to the national campaigns organized by the CNFLRH. The participation of the three television channels is not equal, but certain programmes such as "vivre au présent" or "Aujourd'hui Madame" devote some of their time to the disabled. However, does the time granted correspond to the importance of the problem? In 1975 for a number of handicapped people equivalent to 9.5 per cent of the population, the amount of viewing time given was 0.1 per cent whereas the time devoted to animals was 1.4 per cent. The CNFLRH organized two big information campaigns, in 1971 and in 1973/1974. These campaigns, produced with very meagre resources, were the first to use publicity techniques for a cause of national importance: the slogans: "the employment of handicapped workers! A physically handicapped worker is just like other workers" and "architectural obstacles: don't handicap the handicapped". A small working party, consisting of representatives of organizations for the handicapped, with the voluntary assistance from a publicity agency, has organized these campaigns. The cost, largely subsidized by the Ministry of Labour, was 130,000 francs for the first campaign, and 260,000 francs for the second. On the other hand, the total amount of publicity in the press, on the radio and television may be estimated at 4 million francs for each medium.

As to the results of these campaigns, it can be said that handicapped people were satisfied, which is shown by the reaction of a paraplegic who is now offered help by the public: the general reaction of the public to all handicapped people is also now more favourable (Sofres public opinion poll). More precisely the public opinion poll has shown that the reactions were always the same according to age and sex...., and that 64 per cent of people interviewed after the campaign were still aware of its main features.

As for the reaction concerning the campaign, 74 per cent of the people who saw it became favourably inclined, either because all French people feel sympathetic towards those less fortunate (74 per cent) or, because politicians and employers

feel obliged to something (27 per cent). On the other hand, 6 per cent of those interviewed considered that the money had been wasted. These two campaigns produced chain reactions, such as information events organized by the ANPE, or the publication of such documents as "le cahier de la vie quotidienne", concerning accommodation for the handicapped of which 12,000 copies were produced.

It is regretted, however, that there is a considerable lack of popular documentation about professional training, social integration, and leisure activities. As an example, in 1974, of the 1,850 films in the Cinématèque de l'Enseignement, there were only 5 about the handicapped, dating from before 1968. Lastly, where the press is concerned, information is only published in regional newspapers on such occasions as the opening of a new establishment for the handicapped. A research campaign by sociologists on the image of the handicapped propagated in this way would be very important.

As a practical conclusion, we emphasize that the problems of the handicapped have been the subject of an important (though ill-assorted and unco-ordinated) information exercise. It could be envisaged that, for precise objectives, there might be co-ordinated national action through, either the CNFLRH, or the Comité Français d'Education pour la Santé. Lastly, we must ask ourselves whether this information campaign has produced the results which we might have expected. A Sofres opinion poll in 1976 showed that 72 per cent of the people interviewed know a handicapped person, that 83 per cent of workers would accept having a handicapped person employed by their firm, and that 63 per cent of people would accept an increase of tax to provide greater assistance for the disabled. But let us beware of any euphoria. Declarations of principles are sometimes far removed from everyday realities. This is why we want an information policy for the handicapped in three parts:

- (1) A big campaign for the general public, which should be comprehensive, without being provocative. If further information is presented at any time, one should beware of saturation and of requesting rigid patterns of conduct or of thought from the public; otherwise, results may be achieved contrary to one's objectives.
- (2) Specific information, presented by the usual media, and which may be integrated in current programmes, but in a more co-ordinated form and in co-relation with lasting and practical information, as is the case at the moment on Europe 1 and France-Inter.
- (3) An action in depth relying on chain effects - among employers and workers' unions, doctors, architects, teachers..... This action is obviously fundamental and should help us to make people understand "the complex realities represented by the integration of the handicapped, and to implant in people's minds the conception that the disabled person should live with us, as one of us".

HONGRIE

EXPOSE DE Mlle MARIA HARI
DIRECTRICE DE L'INSTITUT POUR L'EDUCATION
DES HANDICAPES PHYSIQUES
(DIRECTOR OF INSTITUTE OF CONDUCTIVE EDUCATION)

Mon propos sera de vous présenter une analyse critique de la situation des handicapés moteurs en Hongrie.

Sans une éducation, dite conductive - une conduction pédagogique en vue de leur intégration sociale - un plus grand nombre devrait être pris en charge dans des foyers, les chances de leur adaptation sociale étant quasiment nulles.

Ils seraient exclus de l'éducation normale et ne pourraient jouir des droits définis par les lois relatives à la jeunesse. Ils constitueraient, pour ainsi dire, une caste des "hors castes".

On sait que, pour les enfants sains, la stratégie éducative la plus efficace consiste à faire assimiler non seulement les connaissances fondamentales mais encore la pratique quotidienne de l'effort, l'assiduité, la persévérance, qualités qui leur permettront un jour à leur tour d'enseigner, de créer et de vivre. Dans ce système, les différents éléments d'éducation et d'instruction ne sont pas cloisonnés. Cette éducation qui contribue à former une personnalité épanouie est plus particulièrement nécessaire aux inadaptés qui ne peuvent pas répondre aux exigences générales. C'est dans ce but qu'a été créé en 1946 le système hongrois de la conduction pédagogique, une sorte d'éducation pour une intégration sociale.

Les expériences réalisées depuis dans cette perspective infirment le préjugé de l'incapacité des inadaptés : même moyens et graves. Leur intégration dans la société ne dépend pas seulement de l'attitude de cette dernière, mais aussi bien de l'aptitude à s'intégrer de l'inadapté, aptitude que l'on peut développer.

Dans un manuel daté de 1971, ainsi que dans nos annales de 1975, j'ai publié des données analytiques concernant le réexamen des inadaptés ayant été hébergés chez nous. Le cas des enfants remis dans la vie active entre 1962 et 1971 a été réexaminé en 1973, en vue de mesurer le degré de fixation et la mise en pratique des progrès obtenus. En première approche, les résultats ont été classés selon les critères suivants : deux catégories diamétralement opposées furent établies, une pour ceux qui demandaient des soins complets, et une autre pour ceux qui s'étaient parfaitement intégrés, fréquentant l'école maternelle, quelque autre établissement scolaire, ou exerçant une profession en milieu normal. Entre les deux furent classés ceux qui demandaient plus ou moins de soins spéciaux, ceux qui ne travaillaient ou n'apprenaient qu'à la maison. Les conclusions attestent que près des trois quarts des personnes éduquées se sont, d'une manière ou d'une autre, intégrées dans l'activité sociale. Cela veut dire que le nombre des personnes qui peuvent être intégrées, devenir des citoyens à part entière, capables de répondre aux exigences formulées par la société peut être agrandi.

1. La prise en charge des handicapés moteurs est chez nous un devoir à remplir par l'Etat. Notre système social consacre à cette tâche de nombreux moyens en matériel et en hommes.

Une des premières mesures très positives, a été le dépistage et l'enregistrement systématique des troubles de tous ordres dès la naissance. Les médecins, les pédiatres ayant fortement contribué à la réussite de ce projet d'enregistrement, celui-ci devient de plus en plus efficace. Ainsi par exemple, depuis sa création, il a permis le dépistage et l'enregistrement de 7.157 personnes.

2. L'introduction de la formation de conducteurs permet une juste coordination des tâches engagées pour les handicapés.

L'utilisation de tels spécialistes constitue une excellente solution parce que, grâce à l'éducation dirigée, un nombre relativement restreint de pédagogues conducteurs peuvent traiter efficacement un grand nombre d'inadaptés moteurs, sans recourir à des installations trop onéreuses. La réadaptation dépend ainsi du nombre des conducteurs.

3. Des décrets et des instructions officielles assurent la scolarisation convenable et obligatoire des handicapés moteurs dans des établissements scolaires du premier degré. Un grand nombre d'entre eux n'a pas besoin de l'aide du Centre national qui dirige la formation professionnelle et surveille les établissements où travaillent des personnes à capacité d'activité limitée. C'est à peu près 20 % qui sont à leur charge. De ces 20 % il y a des problèmes avec quelques athétosiques, qui ont fini leurs études à l'école ou à l'université, qui transpirent et font des grimaces ou bien ont des difficultés d'élocution et sont lents dans leur travail.

4. L'Institut médical de formation permanente s'assure le concours de l'Institut d'Etat pour l'éducation dirigée en vue de la spécialisation de neurologues et de pédiatres.

L'Ecole supérieure de formation d'assistantes sociales demande également le concours de l'Institut d'Etat pour l'enseignement de l'éducation dirigée à ses étudiantes.

L'Institut d'Etat a organisé sur une grande échelle des "écoles pour parents".

Toutes ces méthodes de formation permanente sont facilitées grâce aux films tournés par les soins du Ministère de l'instruction publique et utilisables aux fins de la formation. J'ai sélectionné parmi les 11 films déjà réalisés, trois que j'ai apportés.

En outre, l'élaboration et la distribution de certains ouvrages et annales contribuent à la vulgarisation de quelques connaissances générales.

Notre Institut d'Etat entretient d'étroites relations avec les sections de prématurés des hôpitaux, ainsi qu'avec les directeurs d'école, cela en vue de contrôler les résultats scolaires de certains enfants. Tout cela contribue à résoudre les problèmes inattendus qui se posent, mais permet aussi une coordination de la distribution de l'information.

Il reste néanmoins encore de nombreux problèmes dans le domaine de la coopération entre tous ces organismes, surtout pour mettre en valeur avec le maximum d'efficacité tous nos moyens.

Nous espérons que la vulgarisation la plus large des résultats de l'éducation dirigée contribuera efficacement au planning futur et influencera les décisions concernant les solutions pratiques, tout comme les programmes de formation professionnelle.

Pour terminer, je voudrais rappeler le décès, survenu un 1er juin, de Mme Helen Keller qui avait vaincu, grâce à sa volonté, son triple handicap. Née en 1886, elle avait eu pour aide une excellente enseignante. Helen a pu faire des études et contribuer activement à la fondation d'instituts de sourds-muets et d'aveugles. Exceptionnellement dans son genre, sa vie a attesté que le multihandicap ne constitue pas un handicap irrévocable, si l'on a le moyen de mettre à profit ses capacités latentes.

HUNGARY

SUMMARY OF MISS HARI'S SPEECH

State Institution for Special Education of the Physically Handicapped

I intend to give you a critical analysis of the situation of the physically handicapped in Hungary. Without special education to help their integration into society, a larger number would be admitted into institutions, for otherwise their chances of becoming socially adapted are virtually nil. They are usually excluded from normal educational facilities and are unable to benefit from legislation for youth. They constitute, one might say, a class of "untouchables". We know that for normal healthy children the most efficient form of education means the assimilation not only of fundamental knowledge and skills, but also the everyday habit of making an effort, assiduity, perseverance, qualities which help them one day in their turn to teach, create, and to live. In this system, the different elements of education and training are not isolated. This education which contributes to the development of the personality is especially necessary for the maladjusted who are unable to conform to the general pattern. It was for this reason that the Hungarian system of special education for the integration of the maladjusted into society was created in 1946.

In 1971 and 1975 I published the analytical results concerning the re-examination of the maladjusted who had been in our care. The cases of children brought back into active life between 1962 and 1971 were re-examined in 1973 in order to measure the degree of stability and the practical application of results obtained. For purposes of comparison, three categories were established; those who needed complete care, those who after normal primary schools were able to practice professions under ordinary conditions and become completely integrated into society, and thirdly, those who could only work and study at home. The conclusions show that three-quarters of those retrained have in one way or another become integrated into the normal activities of society. This meant that the number of people who were able once more to live a normal life and accept the usual obligations of society increased.

1. In our country the care of the physically handicapped is the responsibility of the State, and considerable resources in manpower and materials are reserved for this purpose. All forms of physical troubles are detected and carefully recorded right from birth. The co-operation of doctors and paediatricians in this programme is an important factor in its increasing effectiveness. So far, 7,157 cases have been discovered and recorded.
2. The introduction of training for instructors permits careful co-ordination of the work for the disabled. The use of such specialists constitutes an excellent solution because, thanks to supervised education, instructors can take care of a large number of physically handicapped people without the use of onerous methods and procedures. There is legislation to ensure that suitable education is available in primary schools. The National Centre provides vocational training, and it looks after the institutions where people of limited ability work.
3. The participation of neurologists and paediatricians is also an important part of this programme, as well as the instruction in supervised education which is provided for social welfare workers. "Parents' schools" have also been organized by the State Institute.

In spite of the wide range of methods used to improve co-ordination of effort in work for the physically handicapped, many problems still remain in the field of co-operation and distribution of information among all the organizations concerned

with the work, particularly regarding the maximum use and development of all our resources. We hope that the results already achieved through supervised education will contribute to its further development when new decisions are taken.

To conclude, I should like to remind you of the death on 1 June of Helen Keller, who overcame her triple handicap through her great willpower. Born in 1886, she had an extremely good teacher to help her. Helen was able to complete her studies, and she contributed to the foundation of institutions for the blind and deaf. Exceptional among her kind, her life showed that a multiple handicap does not mean permanent inactivity, if one has the means of developing one's talents.

POLAND

SPEECH BY DR. ALEXANDER HULEK

Professor at the Institute of Pedagogy
Faculty of Pedagogy and Psychology
University of Warsaw

The changes in the situation of the disabled (children, youth, adults and older people) which have occurred in Poland are one of the most important and constructive social phenomena of the past thirty years.

They took place due to the new strategy of social policy implemented by the authorities of the People's Poland and they are based on new principles.

The reborn State has taken care of some hundred thousand disabled - victims of Nazi occupation and the long-lasting war.

This large number of disabled was inherited by the newly independent State along with all the superstitions concerning and negative attitudes towards the handicapped and the disabled as well as lack of experience in the rational solving of this problem on a wider scale.

Socialistic humanism became the starting point and the cornerstone for the development of social policy and all kinds of social security for the disabled.

The basic aim of these activities for the disabled was to restore them to maximum life efficiency, and as far as possible - to enable them to lead independent lives and take part in various forms of individual and social activities.

This programme comprised both physical and psychological rehabilitation in the course of medical treatment, various aspects of guidance, general and vocational education, employment and proper care in the working environment. The introduction of rehabilitation problems into the programme of the Government's social policy and the covering of the related costs from the State's budget were and still are of basic importance.

During the first few years after the war rehabilitation was mainly concerned with people with defective locomotive organs, the blind, deaf, consumptives and at the end of the fifties and in the sixties, rehabilitation involved people with defective circulatory systems, the mentally retarded, rheumatics, epileptics, etc. This active development of rehabilitation of children, young people, adults and elderly people is a result of initiatives undertaken by government institutions, trade unions, invalids' co-operatives, social organizations (i.e. Polish Society for Rehabilitation of the Disabled, Society of the Friends of Children, Polish Unions of the Blind and the Deaf, Committee for Children of Special Care) and the devotion of individuals such as physicians, teachers, psychologists, technicians, administrative personnel and social workers.

The basis for the development of rehabilitation and education for the disabled in Poland is created by the following factors:

medical care, free of charge for almost the whole of society. Elements of rehabilitation are being more and more often introduced here;

educational opportunities, free of charge (general and vocational education);

opportunity to work after the necessary vocational training.

These elements provide practical conditions for popularization of rehabilitation for all those who require it, especially the chronically ill.

However, the biggest achievement in recent years is the fact that due to the development of rehabilitation and special education, the disabled are more and more often involved, according to their abilities, in various forms of individual and social activity. It can be illustrated (among others by the following facts): almost all handicapped and mentally retarded children (excluding those who are very severely affected) receive primary education, 600,000 disabled were employed in ordinary industrial enterprises, approximately 200,000 in invalids' co-operatives, and an unknown number in crafts, agriculture, offices and administration.

Parallel to the rehabilitation activities, positive changes in the attitude of society towards the disabled took place, due to the growing awareness of various social spheres of the new approach towards meeting the needs of the disabled. Now more and more often these needs are seen not from the point of view of their disability or chronic illness and the effects of these, but from that of their own real abilities, certain personality characteristics, their professional skills and the extent to which they can fulfil certain of their social tasks and roles.

Thanks to the comparative studies undertaken by some research centres, especially by Warsaw University, on chosen problems of the disabled and ordinary people (e.g. in their outlook on life) it appeared that the characteristics of the disabled (despite their disability) are normal, ordinary, the same as for other members of society.

Such effects were achieved due to the fulfilment of a proper programme of social policy and rehabilitation as well as a developing consciousness on the part of society - through the radio, press, popular-scientific literature, etc. - of the aims and importance of rehabilitation.

One of the results of the above is that public attitudes i.e. the attitudes of people expressing views in the name of certain institutions, social organizations, etc., are in general correct and objectively reflect the present state. However, private, individual attitudes are still negative to a great extent. The roots of these negative attitudes lie in the lack of proper information, superstition, false ideas and customs, inherited from hundreds of years of history.

Further progress for positive changes in people's attitudes towards the disabled will follow the growth of personal culture of citizens and the creation of appropriate conditions to enable the disabled to develop their abilities in family life, education, professional work and leisure time.

Press and mass-media contribute towards fulfilling this task. Despite the fact that the disabled are sometimes presented to public opinion in an incorrect way (too much stress is put on their "feeling of inferiority", "break-downs", "complexes"), the mass media have contributed to our feeling that the disabled and their needs should concern all of us; we are conscious that they are members of our families, schools, enterprises, organizations, leisure activities, etc.

Radio and television inform their listeners and viewers more and more often about the day-to-day life of the disabled than integrating their life into that of the whole society in a natural way. Due to scientific research, a scientific basis for the maximum rehabilitation of the disabled, as well as means and conditions to be met in order to intergrate them into ordinary life, were laid down. This new branch of knowledge, called medical, social and vocational rehabilitation, is applied to the disabled of all ages and has attracted the interest of various other scientific branches. This process can best be illustrated by the establishment in 1972 within the Polish Academy of Sciences of the Committee for Rehabilitation and Readaptation of Man, which is headed by an outstanding sociologist, the Vice-President

of the Academy, Professor Jan Szczepański. This Committee has initiated extensive research on the situation of the disabled, and at the present time is preparing a report on the situation of the disabled and the state of rehabilitation in Poland. This report will be helpful for developing various services for the disabled and other handicapped persons.

For over thirty years Poland has actively participated in the international movement in this field - the United Nations and its Specialized Agencies, international voluntary organizations united within the Conference of World Organizations Interested in the Handicapped, and especially in the International Society for Rehabilitation of the Disabled.

Two international rehabilitation congresses took place in Poland - one of the World Federation of the Deaf (1972), and the other of the International Society for Research on Mental Retardation. Fifteen international and regional seminars have also been organized in our country. The seminar on "Rehabilitation and other social services", organized by the United Nations in Warsaw in 1974, in co-operation with the Ministry of Health and Social Security and the Polish Society for Rehabilitation of the Disabled, gained world-wide attention.

Invalids' co-operative movement, the idea of vocational rehabilitation in ordinary enterprises and the character of social welfare for working invalids are of great interest for foreign guests. These problems are regulated by two basic legal documents: the decree of the Council of Ministers, dated 5 May 1967, on the planned employment of invalids, and the resolution of the Council of Ministers from 27 December 1974, concerning the conditions for vocational rehabilitation entitling them to social insurance.

All that has been said above does not mean that we already meet all the needs of the disabled. Several barriers exist - for example a lack of qualified personnel in some branches, a lack of understanding of our intentions and programmes in some social spheres, a lack of appropriate technology, etc.

Overcoming these and other difficulties on the way to popularization of rehabilitation for all the disabled, especially those chronically ill - with rheumatism, defective circulatory system, mentally diseased, epileptics, diabetics, etc., will depend on greater concentration on the following problems:

- (1) More differentiation in the form of medical rehabilitation, social welfare, general and vocational education, employment, etc., and better adaptation of them to various categories and needs of the disabled (e.g. more "protected work" enterprises for those deeply affected).
- (2) A greater variety of forms of recreation and active leisure.
- (3) The elimination of architectural barriers in dwelling-houses, public buildings, transport, etc.
- (4) The abolition of so-called social barriers - superstitions, false ideas, outdated and fossilized standards, legal regulations barring the disabled from leading an active life.
- (5) The introduction of rehabilitation into other social services, especially into the industrial health service, social security, ordinary forms of general and vocational education.

- (6) The creation of a coherent system of social security in which various social services would stimulate the development of rehabilitation and encourage the disabled to utilize rehabilitation. In Poland, as in other countries, the question as to what extent the disabled should profit from financial assistance after rehabilitation remains open.
- (7) The utilization of the experiences of other countries, conscious organizations and various institutions.

RESUME DE L'EXPOSE DU Dr A. HULEK

Le changement de situation des handicapés physiques de tous âges est une des données les plus positives du changement social qui a eu lieu en Pologne il y a 30 ans. La République populaire de Pologne a développé une stratégie sociale avec de nouveaux principes. Le nouvel Etat a hérité à la fois de nombreux handicapés physiques provoqués par la Deuxième Guerre mondiale et l'occupation allemande, de superstitions et de préjugés négatifs. De plus, il manquait d'expérience pour résoudre ce problème social d'une manière globale. L'humanisme socialiste avait pour objectif de permettre aux handicapés physiques d'accéder à la sécurité sociale, de retrouver leurs potentialités pour une existence indépendante et de participer sous des formes variées à la vie sociale du pays. La réadaptation comporte plusieurs phases : une médicale avec les aspects physiques et psychologiques, une de formation, une professionnelle. L'introduction de la réadaptation dans la politique sociale de l'Etat et son coût élevé étaient et restent encore un problème important. Dans l'immédiate après-guerre, la priorité a été donnée à la réadaptation des handicapés moteurs et sensoriels tandis qu'à partir des années 1960 on a inclus la prise en compte des besoins des handicapés mentaux, des épileptiques, des rhumatisants et des malades cardio-vasculaires.

La réhabilitation a été le fait d'initiatives du gouvernement, des syndicats, des coopératives d'invalides, des organisations sociales telles que la Société polonaise pour la réhabilitation des handicapés physiques, la Société des amis des enfants, les Unions polonaises des aveugles et des sourds..., ainsi que le dévouement du personnel spécialisé et administratif. Les bases objectives de la réadaptation sont, d'une part, les soins médicaux gratuits pour la quasi-totalité de la population, qui inclut la rééducation; l'éducation gratuite, qu'elle soit générale ou spécialisée, les possibilités de travail après la formation. Ces principes sont les bases pratiques de l'intégration socioprofessionnelle de tous ceux qui le demandent, en particulier les malades chroniques. De ce fait, les handicapés physiques sont de plus en plus concernés selon leurs capacités par des activités individuelles et sociales. L'exemple en est la scolarisation dans le primaire des enfants handicapés physiques et mentaux, mis à part les plus gravement atteints. Six cent mille handicapés physiques sont employés dans l'industrie ordinaire, 200.000 dans les coopératives d'invalides et un nombre indéterminé dans l'agriculture et l'administration.

Parallèlement, on a pu noter une évolution des attitudes dans les différents milieux vis-à-vis des "handicapés" grâce à une prise de conscience d'une nouvelle approche, pour la prise en compte de leurs besoins. Ces besoins ne sont plus vus sous l'angle des incapacités mais sous celui des capacités, des qualifications professionnelles, de l'étendue des tâches sociales qu'ils peuvent accomplir. Des études comparatives effectuées par des centres de recherches sur les objectifs de la vie tant pour les "handicapés" que pour les valides montraient qu'ils étaient les mêmes, donc indépendants du handicap.

Cet effet a été obtenu d'une part, grâce à la politique de réintégration des "handicapés", d'autre part grâce à la presse, la radio, la télévision et la littérature populaire, scientifique, qui ont permis une prise de conscience générale sur les buts et l'importance de la réhabilitation. Aussi, l'attitude des personnes qui expriment le point de vue d'une institution ou d'une organisation sociale, et à travers elle du public, s'est-elle modifiée d'une manière positive. Par contre, des attitudes négatives individuelles sont encore importantes, dues au manque d'information, aux préjugés et aux habitudes accumulées au cours des siècles. Des progrès plus grands dans l'attitude du public vont suivre le développement culturel de chaque individu et les possibilités offertes aux "handicapés" de s'insérer dans la vie sociale, professionnelle et familiale (et ainsi de créer une image d'eux dans leur entourage). Les médias ont contribué à montrer que les besoins des "handicapés" concernaient tous les

citoyens, mais on insiste parfois trop sur l'infériorité physique du "handicapé" et son psychisme perturbé. En informant le public des besoins et des problèmes des "handicapés", les médias ont contribué à les intégrer dans les problèmes généraux et à montrer que les "handicapés" étaient une partie intégrante de la vie familiale et sociale de chaque citoyen. Grâce à la recherche scientifique, les bases de la réadaptation, les moyens et les conditions pour l'intégration des "handicapés" ont été posés. La réhabilitation est une nouvelle branche de la connaissance humaine et nécessite les apports d'autres disciplines. C'est pourquoi en 1972 s'est créé auprès de l'Académie polonaise des sciences un Comité pour la réhabilitation et la réadaptation de l'homme, présidé par un sociologue, le professeur Jan Szczepanski, qui est chargé d'établir un rapport sur les besoins des "handicapés", leur situation précise en Pologne, et l'état actuel des structures nécessaires à la réintégration. D'ailleurs, la Pologne participe activement à toutes les organisations internationales qui traitent de ce problème : l'ONU et ses organisations spécialisées, telles que la Société de réhabilitation internationale des handicapés. Deux congrès internationaux se sont tenus en Pologne, l'un sur les sourds, l'autre sur le handicap mental. Deux documents de base : le décret du 5 mai 1967 sur la planification de l'emploi des invalides, et la résolution du Conseil des ministres du 27 décembre 1974 qui concerne les conditions pour la réhabilitation professionnelle donnant droit à l'assurance sociale. Cependant, il existe des insuffisances tant au niveau du personnel spécialisé et des moyens technologiques qu'au niveau de la compréhension de nos intentions par certains secteurs de l'opinion publique. Des progrès futurs dans l'intégration des personnes handicapées et notamment des malades chroniques sont conditionnés par :

1. une plus grande adaptation aux différentes catégories de handicaps dans tous les domaines, que ce soit dans le domaine médical, professionnel, ce qui impliquera entre autres plus de places en ateliers protégés;
2. une plus grande variété dans les loisirs;
3. l'accessibilité des bâtiments et des transports;
4. l'abolition des barrières sociales, comme les superstitions... et des textes légaux qui interdisent aux "handicapés" une vie active;
5. introduction de la réadaptation dans la médecine du travail, la sécurité sociale, la formation professionnelle et l'éducation;
6. création d'un système cohérent de sécurité sociale où tous les services concourraient à stimuler le "handicapé" à utiliser la réadaptation. Le problème de l'importance de l'aide financière aux "handicapés" sortant de la réadaptation reste, comme dans tous les pays, posé;
7. enrichissement par les expériences gouvernementales ou non, de l'étranger.

UNITED KINGDOM

SPEECH BY MR. CHARLES PASCOE

Television Producer
The British Broadcasting Corporation

At the beginning of last year, I started work on a series of television programmes aimed at serving the needs of handicapped people. Being able-bodied myself, I started with the idea that disabled people - of whom there are some three million in my country - were reasonably well looked after by the State and that was an end in itself. I had never heard of the idea of integration of disabled and able-bodied people. I had never seriously considered the financial, emotional and physical barriers which prevent integration taking place. As a result of the campaigns of which Mr. Wilson has spoken, I was perhaps dimly aware that all was not well financially.

Eighteen months later I now have some grasp of a worrying and extremely complex situation. So I welcome the opportunity of discussing the problems of handicap with people from other countries, and I should like to speak first of all, very briefly, as an individual person who became involved in a project associated with handicap and secondly, as a member of a broadcasting organization.

Today's conference is basically about communication and in particular the need to make the general public more aware of the problems. I suggest that the communication difficulties exist on several different levels and that it is extremely difficult to isolate just one aspect.

First, at an interpersonal level, communication between disabled and able-bodied people is made difficult by embarrassment and ignorance.

Secondly there is a lack of communication between "officialdom" on one side and handicapped people on the other - and by officialdom, in this context, I mean politicians, administrators, architects, the medical profession, social workers and so on. Officialdom does not comprehend fully the nature of the needs; and handicapped people are often not aware of cash benefits and other services to which they are entitled.

And this leads to a third major aspect, the one we are concerned with today: a general lack of awareness of the problems. The interpersonal and "official" communication problems can only really be resolved fully if public opinion is mobilized.

So far, this is a personal view. Now, as a member of the production staff of the Further Education Department of BBC Television, I should like to give a brief indication of the contribution which is being made by television and radio in my country towards easing these problems. (Some people here may not be aware of the structure of broadcasting in the United Kingdom, so perhaps I should first of all describe it very quickly. There are two broadcasting organizations, the BBC and the Independent Broadcasting Authority. The BBC is a nationalized organization, but it is not part of the Government. It receives its funds from television licences purchased by members of the public. The money is collected by the Post Office and paid over directly to the BBC. The Independent Broadcasting Authority controls a number of regionally based commercial companies and the finance comes from advertising revenue. Both organizations have full editorial control over programmes. In some cases, decisions are made following discussions with consultative organizations. For example, in the case of my own department, there is a Further Education Advisory Council composed partly of BBC staff and partly of people outside the BBC who represent the educational needs of the community as a whole).

First of all, both organizations give coverage on an "ad hoc" basis to individual news items etc., concerning handicap, as and when they arise. But I should like to concentrate on the sustained and planned provision. In the time allowed this must take the form of a very brief list, but I shall be pleased to give further information in the discussions which follow:

1. For the deaf. The BBC provides a weekly subtitled News Review on Sunday evenings covering the main items of general news over the previous week and, from time to time, items of particular interest to deaf viewers. Every weekday there is a special five-minute subtitled news bulletin.

For children there is a weekly programme - VISION ON - in which the needs of deaf children are particularly borne in mind.

My own department produced a series of ten weekly programmes called I SEE WHAT YOU MEAN - fully subtitled - which aimed partly at giving useful information to deaf people - including instruction in lip reading - and partly at informing the general public of the problems of deaf people.

2. For the blind and partially sighted. There is a regular weekly radio programme called IN TOUCH giving news and other information of specific interest to visually handicapped people. It also acts as a forum for the exchange of information and views, between individual listeners.
3. For the mentally handicapped. My own department, in association with our Schools Broadcasting Department, is planning a series of twenty short television programmes aimed at teaching basic social skills to mentally handicapped school leavers and adults; and a radio series, aimed at parents, care workers and teachers is being planned in parallel. Early this year, Yorkshire Television (an independent company) produced THE SPECIAL CHILD, five programmes for parents of mentally handicapped children.
4. For physically handicapped people. My own department produced CONTACT, a series of ten television programmes - and this is the project with which I was associated personally - aimed at physically handicapped people themselves, their families and the general public. Each programme was designed to provide useful information and to increase general awareness of the problems.
5. For all types of handicap. At the moment, the only regular ongoing programme is a television series called LINK (produced by an independent company). It is broadcast once a month on Sunday mornings and, as well as giving useful information to handicapped people, it also preaches the message of integration to the general viewer. The BBC is planning a regular weekly series of radio programmes starting this Autumn.

The Open University, in partnership with the BBC, has produced a comprehensive one-year correspondence course with radio and television programmes for care workers, administrators etc., called THE HANDICAPPED PERSON IN THE COMMUNITY.

6. Back-up of programmes. Many of the programmes referred to so far are associated with back-up in such forms as books, leaflets and answering services for viewers or listeners with individual problems.
7. Other provision. There have been several important single programmes which have done much to improve general awareness, such as LIKE OTHER PEOPLE (produced by the Spastics Society and shown on BBC Television),

JAMES IS OUR BROTHER and JOEY all of which will be shown during Unesco's Fortnight of Films which follows this Conference.

Also, there are a certain number of "Access Television" programmes in which individual organizations, including those concerned with handicap, are invited to state their own case in their own way, with technical assistance from the broadcasting organizations who provide a budget. Editorial control by the broadcasting organizations is only exercised to the extent of preventing breaches of the law. A BBC series of this type is OPEN DOOR, on which the Spinal Injuries Association, the Downs Children's Association and the Disablement Income Group are examples of disability organizations who have presented their cases in this way.

A list always sounds impressive because it takes quite a long time to read out. Speaking as an individual once again I should say that a great deal more needs to be done to increase public consciousness of the problems of handicapped people. Nearly all the programmes I have mentioned have been broadcast at "off-peak" times to small audiences. I look forward to this afternoon's discussion and to learning how television and radio might be used more effectively in this very important field.

RESUME DE L'EXPOSE DE M. C. PASCOE

Travaillant depuis un an et demi sur des émissions de télévision concernant les personnes handicapées, je pensais tout d'abord que l'Etat s'occupait des trois millions de handicapés physiques et que les valides n'étaient pas concernés. Je n'avais jamais entendu parler de l'intégration et n'avais aucune connaissance des barrières matérielles émotionnelles et financières qui empêchaient celle-ci. Cependant, à la suite des campagnes évoquées par M. Wilson, j'étais vaguement conscient que tout n'allait pas bien dans le domaine financier. Dix-huit mois plus tard, j'ai une vue complexe du problème. Je parlerai tout d'abord en tant qu'individu impliqué dans un programme et ensuite en tant que journaliste à la BBC. Il s'agit d'informer le public des problèmes et des difficultés de communication situées à plusieurs niveaux :

- entre un individu "handicapé" et un individu valide, elle est rendue difficile par l'embarras et l'ignorance;

- entre, d'une part, les "handicapés" et d'autre part les hommes politiques, les médecins, les architectes, les travailleurs sociaux et les administrateurs, il y a incompréhensions dues au fait que ces derniers n'appréhendent pas la nature des besoins des "handicapés" et que les "handicapés" n'ont pas conscience des avantages et des services auxquels ils ont droit.

En fait, il y a un manque général de conscience de ces problèmes. La communication n'aura lieu que s'il y a mobilisation de l'opinion publique.

En tant que membre de la BBC travaillant dans le service de l'éducation continue, je veux témoigner de la contribution de la BBC à la solution des problèmes. Rappelons tout d'abord qu'il y a deux organismes : la BBC et l'IBA. La BBC est une coopération publique non liée au gouvernement, elle reçoit ses fonds des redevances payées par les téléspectateurs et auditeurs. L'IBA (Independent Broadcasting Authority) contrôle des compagnies commerciales et régionales financées par la publicité. Les programmes sont établis après consultation : par exemple, pour le Département de l'éducation permanente, il y a un conseil consultatif de personnes n'appartenant pas à la BBC et qui représentent l'ensemble des besoins de la population en matière d'éducation. L'information sur le handicap se fait à partir de cas individuels; au moment où ils surgissent et là où ils surgissent. Mais il y a des émissions régulières et planifiées :

1. Pour les sourds :

- un programme hebdomadaire sous-titré sur les informations générales de la semaine et parfois sur des informations spécifiques;
- un bulletin quotidien d'information sous-titré, de cinq minutes;
- une émission hebdomadaire sur les besoins des enfants sourds : "vision on";
- dix émissions hebdomadaires "I see what you mean" destinées d'une part à apprendre aux sourds à lire sur les lèvres et, d'autre part, à informer le public de leurs difficultés.

2. Pour les aveugles et les mal-voyants :

- une émission radiophonique hebdomadaire d'information "In Touch" qui comprend aussi des débats entre auditeurs.

3. Pour les handicapés mentaux :

- série de 20 émissions télévisées pour enseigner la vie en société aux handicapés sortant des écoles et aux adultes;
- série d'émissions de radio destinée aux parents, aux enseignants et aux assistants, en parallèle avec les émissions télévisées ci-dessus;
- cinq émissions produites par la télévision du Yorkshire, "l'enfant particulier", destinées aux parents d'enfants handicapés.

4. Pour les handicapés physiques :

- "Contact", dix émissions télévisées, émissions d'information pour les handicapés et de sensibilisation pour le public.

5. Pour tous les types de handicaps :

- "Link", série d'émissions produites par une télévision indépendante, une fois par mois le dimanche matin : fournit des informations et insiste sur le concept de l'intégration.

La BBC planifie actuellement une série d'émissions de radio qui sera programmée à l'automne.

L'université ouverte en liaison avec la BBC produit un cours par correspondance de compréhension pour les administratifs et les assistants : "La personne handicapée dans la cité".

6. La plupart des émissions ci-dessus sont soutenues par des livres, des brochures, un service de renseignements qui répond aux questions des auditeurs.

7. D'autre part, un certain nombre de programmes isolés sont diffusés, tels que :

- l'émission "Like other people" produit par l'Association des IMC et qui montre la vie d'un couple dont les époux sont atteints d'infirmité motrice cérébrale;
- l'émission "James is our brother" qui montre la vie quotidienne d'un adolescent mongolien dans sa famille et ses activités éducatives;
- l'émission "Joe" qui retrace la vie en hospice d'un homme atteint d'infirmité motrice cérébrale, ne pouvant parler et qui, grâce à un autre handicapé qui le comprenait, a pu écrire ses mémoires dont est tiré le film;
- l'émission "Access to television" qui permet aux associations de traiter du problème du handicap à leur manière avec l'aide technique et financière de la BBC, sous réserve de ne pas enfreindre les lois;
- l'émission "Open doors" qui a permis aux associations des blessés de la colonne vertébrale, des enfants handicapés, et au groupe pour l'intégration des handicapés physiques d'exposer eux-mêmes leurs problèmes.

Il est à noter que toutes les émissions énumérées ci-dessus ont été produites à des heures de faible écoute.

Nous souhaitons que la discussion de cet après-midi nous permette de voir comment la radio et la télévision pourraient être utilisées plus efficacement.

SPEECH BY MR. GEORGE WILSON

Acting Director of the British Association
for Disability and Rehabilitation

An Englishman - and it could only have been an Englishman - said many years ago that you could judge humanity and concern for others by the way in which people treated its dogs, its horses and its old people.

Concern can show itself in a number of ways and if we go back in Britain some thirty years, or even less, it was demonstrated by a care for disabled people whom it tended to place in the role of second-class citizens, dependent rather than independent, to be cared for and cossetted, perpetually to be encouraged to be grateful for what was being done for them. Disabled people themselves rebelled against this concept. They wished to lead the same life as the able-bodied, to have the same education, to go to work, to earn their own living and be part of the community, and it is against this background that we review publicity for the needs of disabled people and the way in which those needs have been presented. All of us must be concerned for the welfare of disabled people, but it is preferable that that concern be for their independence and self-reliance and it is in this area that there has been progress by the media.

One of the major areas in which attention can be brought to public needs is in the House of Commons by a series of questions asked of Government Ministers by Members, and for many years this method has been used. Questions are asked on all aspects of disability, both national and local. Local and national newspapers pick up an issue which has been raised and ventilates it to the general public and it is probably in the last ten years that the Government and Members of Parliament have really been aware of the needs of disabled people and have shown that concern by questions and debates.

There is a great deal of legislation for disabled people, mainly within the framework of existing legislation, but the total need was crystallized in the Chronically Sick and Disabled Persons Act (1970) and from this stems the increasing publicity and concern.

The Act was introduced by a Private Member, Alfred Morris, now Minister for the Disabled, and he was supported by the experience and knowledge of voluntary organizations. A piece of legislation was produced which was far from perfect, but laid down the lines on which services for disabled people should be based. It laid before Parliament a blueprint for the integration of disabled people into the community. It was a skeleton which could have the flesh grafted on to it in a variety of ways. Many of the clauses would need vast amounts of money for full implementation. Others demanded little except changing attitudes and a different approach within an existing framework.

Since the introduction of the Act there has been a continuous campaign for integration and the consequent improvement of the way of life of disabled people.

Government itself has produced a range of literature on benefits and services available for disabled people and their improvements and increases. There has been considerable publicity given to these and how they could be claimed. Press, radio and television have welcomed improvements but pointed out that they were not enough. There has also been a continuing comment and dialogue on the failures and shortcomings of those benefits and services by the media in all its forms. They have

pointed out the failings of local authorities in helping disabled people, shown up the lack of housing provision, the architectural barriers which prevent disabled people joining in the community life, the hundreds of ways in which disabled people are barred from leading a normal life, and this discussion has resulted in improvement. There is a very telling and human story in the needs of disabled people and the media has recognized its significance.

This has all been achieved within the framework of existing press and media coverage and little or no expenditure has been involved. The many voluntary organizations concerned with disability have all played their part in stimulating concern for the cause of disabled people and this has resulted in a campaign for the rights of disabled people which it would have been difficult to achieve by any structured campaign, financed by any means.

Campaigns have been mounted nationally and locally on such subjects as local authority identification of disabled people in need.

This arose from the Chronically Sick and Disabled Persons Act, which required authorities to identify severely disabled people in need in their area. A national survey estimated that there were some 1,250,000 such people in the country, but local authority records showed only 300,000. The campaign for the "Missing Million" created an atmosphere in which more disabled people were identified and other needs were brought to light.

Campaigns have been conducted on access to public buildings, housing and many other subjects.

It is interesting that the aims of the general publicity campaign have changed over the years. Originally it tended to be concerned with the needs of disabled people but now it is slanted towards the integration of disabled people into the community and their participation in its activities.

The needs of disabled people are included in the needs of able-bodied people and many newspaper articles, radio or television programmes on the activities of the able-bodied include the needs of disabled people in that field.

I feel that professional campaigns on awareness of the needs of disabled people and the problems which face them are unnecessary. There is a perpetual flow of parliamentary questions, press articles, television and radio programmes which impress the problems on the minds of all.

The Minister for the Disabled, an appointment made in 1974 and situated in the Department of Health and Social Security, but with a co-ordinating function rather than an executive one, does much to crystallize the publicity, for by having a Minister there is an immediate identifiable group, all of whose needs may differ, but who are covered by the umbrella word "disabled".

No better example of publicity can be given than that which attends and is still given to the Snowdon Report on "Integration of the Disabled". Lord Snowdon chaired a working party on integration in the various facets of life for a disabled person. The working party was financed from voluntary sources, had a very influential membership and took evidence from a large number of organizations and people. From the day of its publication the report has been publicized and the various areas of need demonstrated. Parliamentary questions have been asked, Government Departments have commented on it and once again the needs of disabled people have been brought into the public eye.

My office subscribes to a press cutting agency. It tries to be selective and is not anxious to have cuttings on outings to the sea, presentation of donations or fund-raising activities. It is more interested in the practicalities of living, work, education and housing.

I am sure we miss a large number of cuttings but each month we receive some 600 on these subjects - not a day goes by without radio or television featuring some aspect of disability on at least one of their programmes.

This is a valuable, continuous contribution to the needs of disabled people and has resulted in a greater awareness of those needs, improvement in facilities and attitudes towards disability.

It is a dripping away at the stone process, in the hope that eventually all barriers will disappear. The press and media play an important part in Britain - a responsible role in which they are aware of and sensitive to the situation and do their utmost to ensure that those needs are brought to the public attention and spotlighted.

Rather than take dogs as our yardstick for concern and success, perhaps the press cuttings are more appropriate, for if the media are concerned let us hope that they are in a position to involve thousands in that concern and to bring about vital change.

RESUME DE L'EXPOSE DE M. WILSON

Un Anglais disait il y a quelques années que l'on pouvait juger l'humanité à la manière dont elle traitait les chiens, les chevaux et les vieux. Il y a une trentaine d'années, les "handicapés" étaient considérés comme des citoyens de deuxième ordre, dépendants, dont il fallait s'occuper, en les encourageant à se montrer éternellement reconnaissants. Les handicapés physiques qui aspiraient à vivre avec les autres se sont rebellés contre ce concept et c'est dans ce contexte qu'il faut voir la publicité sur les besoins des personnes handicapées. Tout le monde est concerné par le problème social que posent les personnes handicapées et les progrès de l'information ont été dans le sens de leur intégration et de leur indépendance. Un des moyens utilisés pour sensibiliser l'opinion publique a été les nombreuses questions touchant tous les aspects de leur vie posées à la Chambre des communes et dont les réponses étaient reprises par la presse nationale et locale. Depuis dix ans, les parlementaires (dont cinq sont "handicapés") ont montré un grand intérêt pour les personnes handicapées. Une importante législation existait qui a été relayée en 1970 par la loi sur les maladies chroniques et les personnes handicapées, qui cristallise leurs besoins, et sert de base à la publicité en leur faveur. Cette loi a été votée à l'initiative d'un député, Alfred Morris, devenu en 1974 ministre des handicapés au sein du Département de la santé et de la sécurité sociale, avec le concours des organisations de volontaires. Elle définit les grandes orientations. De nombreux textes d'application sont nécessaires, beaucoup sont coûteux, mais d'autres nécessitent seulement un changement d'attitude et une nouvelle approche des problèmes. Depuis lors il existe une campagne continue en faveur de l'intégration et de l'amélioration des conditions de vie des "handicapés". Un certain nombre de textes gouvernementaux ont été publiés concernant les handicapés physiques et les services dont ils peuvent bénéficier. Les médias qui les ont bien accueillis ont informé le public de leur existence en soulignant leurs insuffisances malgré leur amélioration et leur augmentation. Il y a eu un débat permanent dans les médias qui a souligné les manques au niveau local en matière de logement et de barrières architecturales, par exemple; on a des centaines de façons d'empêcher l'intégration des personnes handicapées. Cela a permis une amélioration dans ce domaine. Les besoins des "handicapés" sont un problème profondément humain et les médias l'ont trouvé significatif. L'information a utilisé les canaux existants sans dépense nouvelle.

Les associations s'intéressant au handicap ont joué un rôle stimulateur qui a abouti à une campagne sur les droits des "handicapés", qui n'aurait pu exister par le seul fait d'une initiative unique avec un financement particulier. Ces campagnes ont concerné entre autres le recensement au niveau local des handicapés physiques dans le besoin. Une étude nationale avait évalué le nombre de personnes concernées à 1.250.000 alors que les autorités locales l'évaluaient à 300.000. La Campagne devait donc permettre de trouver le million manquant, ce qui a permis de mettre à jour de nouveaux besoins. D'autres campagnes ont été menées sur les barrières architecturales dans les lieux publics et les habitations. Cependant, si au début elles mettaient l'accent sur les besoins des "handicapés", elles le mettent à présent sur leur intégration et leur participation à la vie de la communauté. Les besoins des personnes handicapées sont inclus, par les médias, dans les besoins correspondants des valides. Les campagnes professionnelles sur les besoins des "handicapés" et les problèmes qu'ils rencontrent ne sont pas nécessaires. C'est un flot permanent de questions au Parlement, d'articles de presse, d'émissions à la télévision, et la radio qui les imposera à la conscience de tous.

Il est à noter que la fonction du ministre des "handicapés" est plus une fonction de coordination que d'exécution, dans laquelle se reconnaît un groupe aux besoins très diversifiés mais englobés sous le "parapluie" handicapés.

Un exemple de publicité est le rapport de Lord Snowdown sur le problème de l'intégration sous tous ses aspects. Ce rapport, financé par des initiatives privées, a été élaboré avec le concours des associations et des "handicapés" eux-mêmes. Le fait de le rendre public a facilité la prise de conscience de tous les citoyens.

Enfin, si l'on considère les coupures de presse, dont on assure la collecte, sauf pour celles concernant les quêtes, donations, et les sorties en mer, nous en recevons plus de 600 par mois ayant trait aux problèmes quotidiens de l'emploi, de l'éducation et du logement. Chaque jour la radio et la télévision parlent au moins dans une de leurs émissions des problèmes résultant de l'incapacité. Cela a une valeur inestimable et est dû à une modification des attitudes à l'égard du problème des incapacités. La presse et l'audiovisuel jouent un rôle important en Grande-Bretagne, un rôle responsable, et font le maximum pour s'assurer que les besoins sont présentés et soulignés à l'attention du public.

Les coupures de presse, de par leur impact, sont le plus sûr moyen de sensibilisation de la population.

SPEECH BY MRS. LINNEA GARDESTROM

National Council for the Handicapped (Statens Handikåppsråd)

In February 1977 the Swedish Government presented a bill to our parliament, concerning the efforts necessary to promote the cultural activities of the handicapped. The proposition was based on an extensive survey and analysis, including close contacts with the handicapped themselves and their organizations. The basis for the proposals presented in it included the following points:

"Formerly the handicap was generally seen as entirely related to the individual. The handicapped individual needed the assistance of society in various respects. Little by little this view has changed, and, instead, the handicap is now seen as a matter of relations between the individual and his or her environment.

To what extent a handicap actually exists, depends largely on how the environment is equipped and how it functions. This new way of looking at the problem, to which the organizations of the handicapped have greatly contributed, now characterizes the demands made on society. The situation of handicapped people must be improved, mainly through the adjustment of the community to their needs, and not principally through efforts directly related to the individual.

The objective of policies on the handicapped must be to make the community accessible to everybody, to give persons with a handicap the opportunity and possibility of taking part in the life of the community and to live in a manner which, as far as possible, is equivalent to that of other individuals in the community.

Great efforts have been made in our country, with this objective in mind, and the situation of the handicapped in our country has been considerably altered. However, we are still just at the beginning of this far-reaching work".

The Government also says in this Bill that in order to create a community which better meets the needs of all its members, we must take advantage of the experience gained by each and everyone.

"We must therefore realize that persons with handicaps have a lot of experience which is available and needed for the further development of our society. This is an asset to the community and not a burden.

The policy on the handicapped we want to further, and the attitude towards the handicapped individuals which it affects, places certain responsibilities on every one of us. We must all learn to understand more fully the problems of handicapped individuals. More profound knowledge makes it easier to realize the need for further efforts, and it also makes personal contacts easier. The question of the handicapped is a question of solidarity, and concerns every one of us, and not just those who because of injuries or illness are functionally limited".

All issues on the handicapped cannot be seen and treated as isolated instances, the Bill also states:

"They touch upon all areas of the community. The possibility for a handicapped individual to live a normal life in close contact with others depends on the conditions of his work, home, education, transport etc., and also of the opportunities he has to take part in cultural activities".

These are important fundamental principles in our efforts to create a better life for persons with different kinds of handicaps.

We have gathered here today mainly to discuss how we can - with the help of various audio-visual aids - make the general public more aware of and interested in the problems of handicapped persons. Also in these efforts, the fundamental principles I have previously referred to must form the basis for all our actions.

In order to create this "community for everybody" which we want, we need the co-operation of all people. We must - by the means we have at our disposal - awaken public opinion which, by demanding changes in the community, also makes it better suited for the handicapped. Public opinion should force political decisions to be made, which will help build a community which is fit for the handicapped - just as it ought to be fit for all who live in it.

If we try to make the whole community more accessible for persons with functional limitations, and remove the barriers which make people handicapped, we will also create opportunities for all of us to meet and get acquainted in a natural manner. If we integrate handicapped individuals into our places of work, into housing areas and into schools, it will become easier for us to understand that handicaps are part of the conditions of life, and we will understand that the handicapped and the non-handicapped are more alike than different.

Changes are needed in the following areas, for example:

Housing

Private homes must be built and equipped in such a manner that handicapped persons can live in them. In our country this means mainly that flats in apartment houses should have broad doors, no thresholds, roomy bathrooms, lifts etc. The handicapped individual must, in his own home, have access to technical aids which facilitate his daily life. Many handicapped persons cannot live alone unless there is some kind of home care assistance, if necessary every day, or at least a few days each week. Many severely handicapped persons also need help during the night.

The exterior environment must also be adapted to the needs of the handicapped individuals. Stores, service localities and the streets too, must be free of unnecessary obstacles.

The Swedish building legislation will be altered on 1 July 1977, to the effect that all houses built must be accessible to the handicapped. For example, all residential houses of three stories or more must have lifts. This we regard as a success story - as there have been many working to get better housing conditions for the handicapped, and getting them integrated into residential areas. Getting to know handicapped persons as neighbours, instead of seeing them as a separate group, tends to counteract prejudices, and makes personal contacts natural. However, we must go on from here, and also get the older houses rebuilt, so that they may become accessible to anybody.

Public transport must also be adapted to the needs of the handicapped. Those who cannot use public transport must have access to other means of transportation, for example, special buses or subsidized taxi rides.

Work

Handicapped persons must be able to get a job. The employment exchange must be given better resources in order to find the right jobs. The environment of places of work must be such that anybody can work there. With certain technical adjustments they can be adapted to the individual needs of handicapped employees.

During the last few years so-called "adjustment groups" have been formed at work places of a certain size, and their object is to find suitable work for the handicapped. The employment exchange, the trade union and the enterprise are represented in such a group. If these adjustment groups develop further, we believe we can be more successful in finding work for the handicapped. But until we have come to the point where we can find a job in the open labour market for all handicapped persons who want one, we must still also have sheltered employment.

Education

Handicapped children ought to be taught together with other children in ordinary schools. The school building, its classrooms etc., must therefore be accessible to all children, and they must also have the extra equipment and other facilities which handicapped children might need. For example special educational media, assistants who can help the pupil, technical aids, such as audio-technical equipment for children who are hard-of-hearing etc. Many handicapped children can be integrated individually into the same classes as non-handicapped children. But in certain cases special classes for a group of handicapped children are unavoidable. These ought, however, to be located in an ordinary school. The old-fashioned institutions, where children lived for years, went to school and pursued their leisure activities, must disappear. Both for the sake of the handicapped children themselves, and in order to give the other children the opportunity of having handicapped schoolmates and play-mates, and thereby adopting a more relaxed attitude towards the handicapped in their future life.

Leisure and culture

Recreational facilities, such as swimming pools or beaches and sports grounds, should be arranged and equipped in such a manner that they can be used by handicapped persons. This is true also of theatres, cinemas, museums, etc. Television programmes must be subtitled so that persons with impaired hearing can follow them. Books and magazines must be taped or in Braille for those with impaired vision. Books with large type must be published for all those who have impaired vision. Literature, where the language has been simplified, must be prepared for those whose language is limited, such as the deaf and the mentally retarded. The previously mentioned Governmental Bill regarding the cultural integration of the handicapped will lead to certain improvements in this area. There is still a lot to be done in this respect.

How information can create a better community for the handicapped

Information via mass media must aim at improving the situation of handicapped individuals in the community. This information must - as I said before - bring forth a public opinion, demanding political decisions in this direction. But also individuals, in their everyday life, can help the handicapped persons they meet, if they are better informed on the situation of the handicapped.

Programmes dealing with handicaps on Swedish radio and television

In my opinion Swedish radio has done very little to fill the needs in this respect.

Swedish radio is a limited company which has the monopoly of broadcasting radio and television programmes. It must act in accordance with rules laid down in a contract between the company and the State. There are no commercials and no sponsoring of programmes whatsoever. In the contract there are certain principles of interest to us. It says that the programmes should inform the general public about cultural and social matters and stimulate a debate on such issues.

At the end of April 1977, a Government Committee for the revision and analysis of Swedish radio and television, presented to the Government their proposals for the organization of radio and television during the next few years. In this proposal, the programme policies are also discussed. The Committee considers that radio and television should be given greater opportunities to play its part in an overall information policy. They also stress that the programmes ought to stimulate and activate the viewers and listeners. They say that radio and television should pay more attention to the interests, needs and qualifications of neglected groups. The producers should strive to increase the possibilities for handicapped people to avail themselves of the programmes. The Committee also considers that programmes about handicapped people are important in order to increase knowledge of the situation of the handicapped.

Through these new guidelines, which we hope will apply to radio and television in the future, we hope that more and better programmes regarding the handicapped will be broadcast. There will be increased opportunities to influence this, as the Committee suggests regional viewers' and listeners' councils. These are to give their opinion of the programmes. It is suggested that various groups of the handicapped be represented on the councils.

Swedish radio and television have not, as far as I can remember, tackled problems from the point of view of how different sectors of the community should be adapted to the handicapped. Instead there have been individual human interest stories, sometimes treated in an acceptable manner, but sometimes sentimentally. Such programmes may have a certain impact by making people interested and providing knowledge they have not had before. But our ambitions must not stop at this, it must reach much further.

"Hands-up"

We have had a television programme, or rather a series of programmes, of a quite different nature. This was a children's programme called "Hands-up". The object was to provide deaf children with hearing playmates with whom they could "talk". It was fun for the children with normal hearing to learn the sign language of the deaf, a "secret language" they could use to talk under water, whisper in a noisy environment and communicate over long distances. This was a thrilling and entertaining programme, created by Gunnel Linde, who is well-known in Sweden as an author of children's books.

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Each instalment contained one sentence in sign language which children with normal hearing were asked to interpret. As were - in fact - all viewers of the programme. There was also a quiz involved. These programmes were preceded, a few days in advance, by a programme where the signs in question were taught. The sentence programmes were repeated with a correct interpretation, and new sign language sentences presented. In all, there was a series of six plus six quiz programmes and thirteen programmes teaching sign language. In this manner the series ran every week for three months, and this was long enough for a vocabulary to be built up.

While the series ran, you could also buy, all over the country, a pack of cards containing two sets of cards with, in all, 104 words and signs. These were the same signs which might be used in the television programmes, and they also formed a basis for simple sentences.

A year later there was a further series of eight 20-minute programmes. These latter programmes were of a more educational nature.

The television series became immensely popular. Many children learned the sign language of the deaf, and the programmes were instrumental in awakening interest in sign language. Study circles were formed in several places and

many people changed their attitude to sign language. It is no longer "queer" to see the deaf use their sign language. Now people know what it is. If people see deaf persons talking in their language, they follow this with kind interest, and maybe even try to understand the conversation, as they know some of the signs.

It is the opinion of everybody that the programme "Hands-up" definitely changed attitudes. One of the reasons was that this was entertainment, a children's programme which was not mainly meant to be pedagogical. Even people who were not at all interested, or had not intended to turn on a programme dealing with the deaf, at least received some information.

TRU (Television and Radio in Education)

A special committee, which started work in 1967, was given the task of making educational radio and television programmes. The Swedish radio provides programme time, but a governmental grant made directly to the TRU Committee finances the programmes. Since 1971 TRU has had special tasks in the handicap field. These are of two types:

1. The regular educational programmes are adapted so that they are also suitable for the handicapped. For example:
 - Television programmes are subtitled.
 - Language, programme length and information is adjusted.
 - Talking books are produced.
 - Various types of educational aids are provided, such as work sheets, picture cards, etc.
2. Production of material for groups with special perceptual difficulties. TRU has worked out pedagogical/methodical models which are serviceable in various teaching situations, mainly for the deaf and the mentally retarded.

TRU has also produced programmes intended to inform the general public about the situation of the handicapped. The productions for the deaf and for the mentally retarded, which are mainly educational, are also always intended to inform the general public about these groups and their needs.

One of TRU's objectives which touches the handicapped, is that "its activities should help to further the integration of the handicapped into the community and be part of an endeavour to change the community".

I should like to give you some examples of TRU's programmes, as I consider these to be rather good examples of what I myself would demand in the way of television programmes dealing with handicaps.

In TRU's series "The mentally retarded talk" housing facilities play an important part. In several of these programmes mentally retarded young people discuss where and how they live, and compare different types of living conditions. Formerly the mentally retarded had almost exclusively been obliged to live in institutions. Nowadays there are boarding houses and apartments where mentally retarded individuals can live, with assistance by special personnel according to their needs.

The sequence entitled "Your own home" will be shown as part of the exhibition. In this, two young people, Maud and Torbjörn, are interviewed. They live together in a flat, where they get some assistance from specialized personnel. Maud has grown up in an institution, Torbjörn in his parents' home. The word

home" to them has different meanings, based on their different experiences with different degrees of care and protection from other people. When you are not allowed to begin to become responsible for your own life until you are grown up, what do you consider "small" or "big" issues? To be allowed to handle your own money, your own clothes, homemaking? To decide whether you should have a child or not?

Prejudices against the mentally retarded are widespread among ordinary people. On several occasions, when plans have been made for mentally retarded persons to move into ordinary housing areas, there have been protests from people in the neighbourhood. We have no formal surveys to prove that the television programmes have counteracted such prejudices, but we can clearly see that attitudes have changed, and that these programmes have helped the integration of mentally retarded persons in the community. The number of viewers for the series "The mentally retarded talk" was relatively high, an average of 9-11 per cent.

The two-fold objective of the series "To see what others hear" was to help the deaf to acquire an improved language, and to provide information on social matters. This television series consisted of eight programmes and was given prime time in the evening on purpose, so that people with normal hearing would learn about the situation of the deaf.

From the series we will show a short sequence "Why can't you enter the profession of your choice?" Eva, a deaf girl, discusses the future with the vocational adviser at her school. She also visits the employment exchange in order to get a job. We also learn something about how it feels to be a newcomer among strangers. Eva wants to be a teacher, but the vocational adviser tells her that this is impossible. Couldn't I get special permission, Eva wonders. No, there is no exemption.

This series was shown in 1972. And in 1976 there followed another television series called "A world without sound". In this there is a sequence with a young woman "Rita Andersson" who is the first deaf person in Sweden now being trained to become a teacher of small children. She obtained an exemption from the National Board of Education. So you see, there has been some improvement since 1972. Although most deaf people are still barred from professions demanding theoretic and academic studies at a higher level, a great deal has still happened. Several deaf students are now studying at our universities and colleges. They have the assistance of an interpreter.

At the Psychological Institution of Stockholm University a study has been made of the effects of the information presented in "A world without sound". The study has not yet been published, but I should like to quote from one of the interviews in the report:

"Before we were able to tell about deafness and its consequences on television, people with normal hearing avoided the "deaf people's table" in restaurants, cafés, boats, ferries. But since we and our sign language were presented on television, people with normal hearing come over to our table and ask to sit down and talk with us, in a combination of sign language and spoken and written Swedish".

There is always study material available in connection with these series, and the programmes can be rented in the form of cassettes.

The general impression is that the TRU programmes have met with a positive response, and that they have described the situation of the handicapped in society in the right manner. The programmes have had an optimistic tone, and they have shown what handicapped individuals can accomplish. They have also stressed what is still needed in the way of changes in the community, in order to compensate the handicap. They have never resorted to a pitying attitude. They have shown the handicapped in usual everyday situations, so that the viewers have not been led to feel that there is anything queer or strange in having a handicap.

One of the main reasons these programmes have been such a success is that the producers have always worked in very close contact with the handicapped themselves and their organizations. The producers of the TRU programmes have taken as their leading principle and guide: How do the individuals concerned wish the information about themselves to be presented?

RESUME DE L'EXPOSE DE Mme LINNEA GARDESTROM

En février 1977, le Gouvernement suédois a présenté un projet de loi afin de promouvoir les activités culturelles pour les "handicapés". Ce projet a été basé sur une étude élaborée avec les "handicapés" eux-mêmes et leurs associations. Avant, le handicap était lié à l'individu qui nécessitait l'aide de la société. Maintenant, il est perçu dans la relation entre l'individu et son environnement dont l'équipement et le fonctionnement déterminent le degré. Cette conception nouvelle est largement due à l'intervention des associations. La situation des personnes handicapées doit être améliorée principalement par l'adaptation de la communauté à leurs besoins et en second lieu par l'effort individuel. L'objectif est de rendre la communauté accessible à chacun, de donner la possibilité à la personne handicapée de participer à la vie de celle-ci et de mener une existence aussi proche que possible de celle des autres. Bien que la situation des "handicapés" ait considérablement changé, il s'agit d'un processus de longue haleine. Une communauté répondant aux besoins de tous ses membres nécessite l'apport des expériences personnelles. Les personnes atteintes de handicap ont une expérience disponible, nécessaire à la marche en avant de la société suédoise. Elles sont un élément actif de la société et non une charge. La politique à leur égard et les attitudes qu'elle sous-tend impliquent la responsabilité de chacun. La connaissance toujours plus profonde de leurs problèmes entraînera, d'une part, la compréhension d'un nécessaire effort supplémentaire en leur faveur et, d'autre part, de meilleures relations entre personnes valides et personnes handicapées. C'est un problème de solidarité. Il faut avoir une vision globale de leurs difficultés car la vie en contact étroit avec les autres touche le travail, le logement, l'instruction, les transports, les activités culturelles.

Aussi, il s'agit de provoquer à travers les moyens audiovisuels l'intérêt et la compréhension du grand public. Il faut obtenir la coopération de chaque citoyen afin de l'éveiller aux problèmes de la communauté, de modifier cette dernière et en conséquence de la rendre plus ouverte aux personnes handicapées. Il s'agit de choix politiques. En rendant la communauté accessible aux personnes qui ont des limites dans leurs fonctions et en supprimant les barrières qui rendent les gens handicapés, on permet à tous de se rencontrer et d'avoir des rapports plus naturels.

L'intégration sociale et professionnelle des personnes handicapées permet à chacun de se rendre compte qu'il y a plus de points de ressemblances que de divergences. Des adaptations sont nécessaires, entre autres dans les domaines suivants :

- l'ensemble du cadre bâti et des moyens de transport doit être accessible pour tous (aménagement des logements, ascenseurs dans toute maison d'au moins trois étages...), ce qui implique une aide spécifique pour les personnes ayant les plus graves handicaps;

- le travail : c'est un droit pour les "handicapés" et c'est le rôle des agences de l'emploi de trouver un travail qui leur convient. L'environnement du travail doit être adapté à tous grâce à des aides techniques. Création de "groupes d'ajustement" pour de grandes zones d'activité qui ont pour but de trouver un travail convenable pour chaque "handicapé". Y participent, entre autres, la bourse du travail, les syndicats, les entreprises. Cependant, il existe encore des emplois réservés au moins tant qu'il ne sera pas possible de trouver un emploi convenable en milieu ordinaire pour tous ceux qui le désirent.

- l'éducation : il faut faire disparaître les institutions. Si des classes spécialisées doivent être maintenues, ce doit être dans l'école ordinaire. L'intégration des enfants handicapés est profitable à tous et doit être favorisée par une adaptation de l'environnement scolaire (assistants, aides techniques...);

- les programmes de télévision doivent être sous-titrés pour s'adapter aux mal-entendants, les livres imprimés en grands caractères pour ceux qui ont une vision difficile, la langue simplifiée pour la littérature destinée à ceux dont le langage est limité (sourds, retardés mentaux...)

- Rôle de l'information :

L'information doit tendre à améliorer la condition des personnes handicapées dans la communauté, tant par une action collective sur les pouvoirs publics que par une action individuelle d'aide.

- Programmes à la radio et à la télévision suédoises :

La radio-télévision dépend d'une société privée qui, pour ses programmes, doit respecter certaines règles définies en commun avec les pouvoirs publics; pas de publicité, pas de contrôle des programmes. Le contrat prévoit que les programmes doivent informer le grand public sur les problèmes culturels et sociaux et provoquer un débat dans ces domaines. Une commission gouvernementale pour la révision et l'analyse de la radio et de la télévision suédoises a présenté en avril 1977 des suggestions pour les années à venir. Elle a mis l'accent sur le fait que la radio-télévision devait jouer un grand rôle dans l'information générale du public, et motiver les auditeurs à agir. Elle devrait prendre plus en considération les besoins et les possibilités des groupes négligés. Les "handicapés" pourraient tirer un meilleur profit des programmes, d'où un plus grand effort des producteurs. L'avenir devrait voir davantage d'émissions sur les personnes handicapées. De plus, le Comité suggère la création de conseils régionaux d'auditeurs et téléspectateurs auxquels participeraient des personnes atteintes de handicaps divers, pour influencer dans le sens des perspectives mentionnées ci-dessus.

Jusqu'à ce jour, la radio-télévision n'a pas abordé le problème des secteurs de la communauté à adapter aux "handicapés", mais a eu recours à des témoignages ayant une valeur humaine mais parfois trop sentimentale. Nous voulons aller beaucoup plus loin, d'où la création d'un nouveau feuilleton : "Hands up", mettant en scène des enfants sourds avec des enfants qui entendaient, ces derniers apprenant le langage des sourds à la façon d'un jeu, langage secret qu'ils pouvaient utiliser pour parler sous l'eau, murmurer dans un environnement très bruyant ou communiquer à distance. Ce programme a été créé par Gunnar Linde, auteur de livres d'enfants. Chaque émission comportait une phrase en langage par signes que les enfants qui entendaient normalement devaient interpréter comme le faisaient en fait tous ceux qui regardaient l'émission. Elle était précédée de quelques jours par une autre durant laquelle un certain nombre de signes étaient enseignés. Pendant l'émission, la phrase était interprétée correctement, puis un certain nombre d'autres signes étaient appris. Il y a eu six programmes de jeu et 13 émissions pour enseigner les signes. La série est passée chaque semaine pendant trois mois. Simultanément, ont été mis en vente deux paquets de cartes comprenant 104 signes utilisés pour les émissions de télévision et constituant une base pour des phrases simples. Un an plus tard, il y a eu une nouvelle série de huit émissions de 20 minutes, émissions plus éducatives que les premières. Elles ont été très populaires, les enfants comme les adultes ont appris ainsi le langage des sourds. Des cercles d'études furent formés et on a pu noter un changement d'attitudes du public. Maintenant, ce langage ne semble plus bizarre et le public, dans la mesure où il le comprend, est motivé pour suivre des discussions entre sourds, voire y participer. L'émission n'était pas perçue comme destinée à aider les sourds, mais comme un jeu.

Une commission spéciale a été mise en place en 1967 pour élaborer des programmes d'éducation radio-télévisés, financés par une aide de l'Etat. Depuis 1971, la TRU a eu des tâches spécifiques concernant l'éducation spéciale : les émissions régulières sont adaptées pour être suivies par les "handicapés", elles sont sous-titrées; la langue, la longueur et l'information sont ajustées; des livres parlants sont produits; des aides techniques sont fournies. La TRU a élaboré des modèles pédagogiques et méthodologiques spécifiques, surtout pour les sourds et les handicapés mentaux. Elle a aussi produit des programmes ayant pour but d'informer le grand public sur leurs problèmes.

"Les attardés mentaux parlent". Cette émission porte essentiellement sur les problèmes de logement évoqués par les attardés mentaux eux-mêmes. Autrefois, ils vivaient dans des institutions, maintenant, ils vivent soit en pension, soit en petits groupes dans des appartements avec l'aide de tierces personnes.

"Votre propre maison" : interview de deux jeunes attardés mentaux dont l'un a été élevé dans une institution et l'autre chez ses parents, d'où une conception différente de la notion de "foyer" et de la signification de la dépendance personnelle. Les préjugés à l'encontre des handicapés mentaux restent vivaces et entraînent des attitudes de rejet au sein d'immeubles ordinaires. Si on ne peut prouver que les préjugés ont régressé, il est certain que les émissions de télévision ont entraîné un changement d'attitude positif (9 à 11 % de téléspectateurs pour "Les attardés mentaux parlent").

"Voir ce que les autres entendent" : cette émission avait un double objectif, elle était destinée à aider les sourds pour fournir un langage plus élaboré et donner une information sur les problèmes sociaux. Huit émissions à heure de grande écoute pour que les non sourds puissent les entendre. L'une d'elles, "Pourquoi ne pas choisir la profession que l'on veut ?", montre Eva discutant avec son conseiller d'orientation et visitant l'Agence nationale pour l'emploi. Elle veut devenir enseignante, mais en 1972 aucune dérogation du Ministère n'était possible.

Une nouvelle série d'émissions a été programmée en 1976, "Un monde sans son", dans laquelle une séquence montre une jeune femme qui s'entraîne actuellement pour devenir professeur de jeunes enfants. Elle a obtenu une dérogation du Ministère de l'éducation. Il y a eu évolution des attitudes qui se concrétise par l'accès à l'enseignement supérieur de jeunes sourds qui bénéficient de l'assistance d'un interprète.

Une étude a été réalisée à l'Institut de psychologie sur les résultats de l'émission "Un monde sans son"; des sourds témoignent que maintenant des personnes non sourdes ne les évitent plus et discutent avec eux dans un langage composite gestuel, écrit et parlé.

Les émissions sont soutenues par un matériel technique à la disposition de tous et sont conservées sur cassettes. En montrant ce dont les personnes handicapées étaient capables, elles avaient une démarche positive et ont été jugées comme telles par l'ensemble du public. Elles ont aussi montré les changements nécessaires dans la communauté qui restaient à accomplir pour compenser les conséquences du handicap. En décrivant le "handicapé" dans sa vie quotidienne, elles ont incité le public à avoir une attitude naturelle, à ne pas trouver le handicap insolite. Il faut souligner un principe fondamental des producteurs, celui que ce sont les intéressés eux-mêmes, c'est-à-dire les "handicapés" qui déterminent ce que l'information doit dire de leurs problèmes.

SUISSE

EXPOSE DE Mlle SYLVIANNE BLANC SECRETAIRE ROMANDE DE PRO INFIRMIS

En Suisse, les organisateurs de campagnes nationales en faveur des personnes handicapées doivent tenir compte des réalités suivantes :

(a) La Suisse a une population de 5.500.000 millions d'habitants répartis en quatre groupes sociolinguistiques différents :

- partie alémanique (2/3)
- partie française ou romande (1/4)
- parties italienne et romanche (1/12)

groupes auxquels se mêlent environ un demi-million d'étrangers dont un important sous-groupe d'origine italienne ou espagnole.

Les campagnes touchent ainsi un public de toute manière peu nombreux; elles doivent pourtant être encore adaptées aux diverses régions. Le coût en est par conséquent relativement élevé, vu que chaque moyen publicitaire doit être utilisé en trois langues au moins.

(b) En Suisse, l'initiative privée a été de tout temps au premier plan en ce qui concerne la prise en charge sociale des personnes handicapées : institutions d'hébergement, écoles spéciales, ateliers protégés, services sociaux. Jusqu'en 1960, les subventions des pouvoirs publics étaient faibles; elles ont fait un important bon en avant avec l'introduction, dès cette date, d'un nouveau volet de notre système de sécurité sociale, l'assurance-invalidité. Le cadre des prestations offertes aux personnes handicapées depuis lors s'est considérablement élargi. L'assurance-invalidité, cependant, ne couvre pas la totalité des frais; des fonds privés restent nécessaires, ceci d'autant plus que les coûts ont énormément augmenté.

Si l'on ajoute à cela le fait que les oeuvres, malgré le développement réjouissant d'une collaboration pratique entre elles, tiennent beaucoup à leur autonomie, on ne sera pas trop étonné de savoir que le calendrier des collectes établi chaque année par un "Bureau de renseignements pour oeuvres de bienfaisance" a programmé pour 1977 : 42 collectes nationales, dont sept en faveur de personnes handicapées. A ces collectes nationales coordonnées spontanément par leurs organisateurs, viennent s'ajouter des collectes "sauvages" et toutes celles qui se font à l'échelon régional. Ainsi, par exemple, le calendrier des collectes du canton de Vaud établi par l'administration, qui délivre les autorisations, fait état de 73 collectes (cette région de Suisse romande recense environ 1/10e de la population totale de la Suisse). Ces collectes sont faites au profit de grandes organisations d'entraide telles que les Ligues contre le rhumatisme, Pro Infirmis, la Fondation pour la vieillesse, des associations de handicapés ou de parents de handicapés, des institutions diverses.

Les moyens publicitaires utilisés pour tous ces appels au public sont extrêmement variés : ventes de cartes, de timbres-poste, de calendriers, d'allumettes, de fleurs, d'insignes et autres objets de toutes sortes (pinces à linge, oeufs, oranges, etc.). Ces ventes ont lieu dans la rue ou par la poste, ou encore sous forme d'envoi de rapports annuels et autres prospectus avec bulletins de versement postaux. A ces ventes s'ajoute l'organisation de galas, de kermesses, etc. La collecte et la vente porte-à-porte, par contre, ont presque entièrement disparu.

Les campagnes sont soutenues par des mesures de relations publiques : conférences de presse, articles de presse, émissions radiotélévisées; ces dernières sont encore peu nombreuses car on ne peut utiliser que les créneaux déjà prévus à cet effet par les médias électroniques.

Pour des raisons économiques historiques, l'information du public destinée à promouvoir l'intégration des personnes handicapées dans la société se fait encore, principalement lors des appels de fonds. Il est intéressant de remarquer que les campagnes de récolte de fonds utilisent pour leur communication les techniques de relations publiques traditionnelles, avec cependant de plus en plus un glissement vers une approche plus publicitaire et le recours aux méthodes de communication publicitaire.

J'aimerais maintenant illustrer la situation en Suisse en vous présentant un exemple concret. J'ai choisi celui de Pro Infirmis pour deux raisons : je connais assez bien cette institution, vu que j'y travaille depuis dix ans; par ailleurs, depuis trois ans, elle met au point des méthodes de communication nouvelles, tant pour les relations publiques que pour la récolte de fonds.

Pro Infirmis est une association privée à but non lucratif, créée en 1920 par des associations plus anciennes qui étaient spécialisées dans une certaine catégorie de handicap ou de problème. Pro Infirmis, en tant qu'organisation de faîte, groupe actuellement 12 associations affiliées s'occupant de déficients auditifs, de troubles de langage, d'épileptiques, de handicapés mentaux, de handicapés moteurs, d'aveugles, de caractériels et d'institutions. Pro Infirmis représente les intérêts de ces associations auprès des autorités fédérales, auprès de l'assurance-invalidité et d'autres organismes privés suisses; elle leur assure aussi certains revenus car ces associations affiliées renoncent à faire des collectes elles-mêmes.

Un autre aspect important de l'activité de Pro Infirmis se situe au niveau de 31 services sociaux répartis dans tout le pays et soutenus par de petits comités de patronage locaux dont l'une des tâches consiste en relations publiques et en recherche de fonds pour compléter les subventions et les fonds distribués par l'Association centrale de Pro Infirmis.

Depuis 1960, date de l'entrée en vigueur de la Loi fédérale sur l'assurance-invalidité, les traitements du personnel de Pro Infirmis sont en partie subventionnés, mais, malgré ces ressources appréciables, Pro Infirmis doit couvrir encore les 50 % de ses charges par des fonds propres. Il convient ainsi de trouver, pour 1977, neuf millions de francs suisses; une bonne partie sera constituée de legs et de dons qui - soit dit en passant - ne donnent pas partout droit à des allègements fiscaux.

En 1935, Pro Infirmis a été la première oeuvre caritative en Suisse à organiser une vente de pochettes de cartes distribuées par la poste à tous les ménages. Depuis lors, d'autres organisations ont introduit et adopté cette même formule. Outre les cartes, la pochette a toujours contenu une carte de souscription pour des parrainages de handicapés, des slogans en faveur de l'intégration des handicapés, l'adresse du service social de la région, une liste de personnalités recommandant la vente de cartes et un bulletin de versement postal.

Avec les années, la nécessité est apparue pour Pro Infirmis de mettre au point un concept publicitaire différent pour la vente de cartes annuelles et une stratégie nouvelle pour les relations publiques; cette évolution est due en partie à l'augmentation des charges et à la multiplication des collectes, mais aussi au changement de mentalité, surtout chez les professionnels, pour qui le handicapé n'est plus un "protégé", mais un véritable partenaire; l'assistant social parle d'ailleurs de ses "clients".

Depuis trois ans, nous essayons d'insuffler un dynamisme nouveau à cette vente de cartes, en adoptant, notamment, le slogan "Rendez heureux" et un style jeune, chaleureux; on a remarqué, en effet, que c'est surtout le groupe âgé de la population qui a à coeur de venir en aide aux personnes handicapées. Il faut trouver le moyen de sensibiliser les jeunes, de recruter parmi eux de nouveaux donateurs, mais aussi de développer chez eux un esprit de solidarité. L'approche de ces diverses catégories de public doit se faire différemment.

Il convient également de chercher à prolonger dans le temps l'impact de l'appel au public, qui est concentré sur un mois; cela signifie que le public doit entendre parler de Pro Infirmis pendant toute l'année.

Pour le printemps 1977, le programme de la vente de cartes a été le suivant : en novembre 1976, mise en place dans les rues d'une affiche grand format avec comme sujet un soleil stylisé fantaisie sur fond rouge. En janvier 1977, réception par le nouveau président de la Confédération d'une délégation composée de représentants de Pro Infirmis et de personnes handicapées; à cette occasion, des vœux furent échangés pour une meilleure intégration sociale des personnes handicapées. Cet événement fit l'objet de nombreux reportages dans la presse.

Mars-avril 1977 : distribution à tous les ménages d'une pochette comprenant trois cartes reproduisant des dessins de soleils faits par des enfants lors de concours organisés les années précédentes, une carte de souscription de parrainage et un bulletin de versement postal sur lequel est imprimé un appel du président de la Confédération. Sur la pochette elle-même, on retrouve d'un côté l'illustration de l'affiche placardée dans tout le pays, et de l'autre une information concernant la commande possible d'un album pour enfants : "Les aventures de P'tit Soleil" (dans lequel on colle les cartes de la pochette) et de T-shirts ou maillots "Rendez heureux". A l'achat d'un T-shirt, il est encore possible d'adhérer au Club "Rendez heureux"; on espère par là développer l'esprit d'entraide chez les jeunes.

La vente de cartes a été lancée par une conférence de presse à Berne, présidée par le président de l'Association Pro Infirmis, M. Nello Celio, ancien président de la Confédération; M. Celio, originaire de la Suisse italienne, est resté très populaire. A cette occasion fut lancée une chanson composée spécialement pour Pro Infirmis "Rends heureux", interprétée par une jeune chanteuse bilingue.

Enfin, la Campagne a été encore étendue par l'organisation d'une tournée de galas régionaux et de diverses manifestations locales organisés au profit de Pro Infirmis. Rien qu'à Zurich, une gigantesque kermesse organisée par des journaux locaux a permis de récolter 200.000 francs en deux jours.

La mise sur pied de ce programme a suivi un processus assez complexe : une commission de publicité interne composée de collaborateurs des services sociaux de chaque région linguistique, de représentants du comité et du secrétariat général de Pro Infirmis, a étudié un projet préparé par une agence de publicité; ledit projet a été ensuite présenté au comité pour adoption; le comité a également adopté le budget, qui a été de un million de francs.

L'adoption d'un nouveau style publicitaire ne s'est pas faite sans provoquer des réactions au sein même de Pro Infirmis, tout particulièrement dans les services sociaux, où l'on n'a pas encore l'habitude de distinguer les méthodes pour la récolte de fonds (de type publicitaire, qui font abstraction de la réalité de la personne handicapée) des méthodes de relations publiques qui, elles, doivent mettre le problème de la personne handicapée au premier plan. Par contre, le public a assez bien réagi, puisque les dons, malgré la conjoncture défavorable, sont restés stables.

(c) Relations publiques

Jusqu'à maintenant, les relations publiques ont été assurées de manière essentiellement empirique, principalement par les services sociaux régionaux. Le danger est que l'image donnée de Pro Infirmis corresponde à celle des travailleurs sociaux plutôt qu'à celle que peut assimiler le public, cette dernière réalité étant par ailleurs variée.

Il convient de modifier l'idée d'oeuvre de bienfaisance et de faire en sorte que l'ensemble de la population se sente concernée par l'intégration des personnes handicapées dans la société. La pensée "Pro Infirmis - pour les handicapés" doit pouvoir être saisie à la fois par les enfants, les jeunes, les adultes et les personnes âgées.

Pro Infirmis travaillant en outre toute l'année en faveur des personnes handicapées, il faut que le public entende parler d'elle toute l'année également.

Comme la personnalité des personnes handicapées joue un rôle important dans la transposition publicitaire de leurs problèmes, il a été convenu que les assistants sociaux établiraient un code de déontologie destiné non pas à définir la stratégie publicitaire (qui est l'affaire des spécialistes de la publicité), mais à situer le cadre général à l'intérieur duquel les mesures communicationnelles de Pro Infirmis doivent être maintenues.

En raison de leur implantation dans les régions, les services sociaux subissent en outre directement les effets des campagnes publicitaires et des programmes de relations publiques. Comme ils jouissent par ailleurs d'une autonomie relativement grande leur permettant d'avoir bien prise sur la politique sociale de leur région, ils tiennent beaucoup à être associés à l'élaboration de ces programmes.

Pour toutes ces raisons, nous sommes en train de mettre en place des structures qui permettent à toutes les parties intéressées de collaborer sans pour autant faire le travail des professionnels de la publicité.

L'information du public suisse concernant les problèmes des personnes handicapées peut être comparée à une mosaïque dont les pièces feraient ressortir la multiplicité des organisations et la variété des moyens de sensibilisation. A travers cette diversité transparait une image globale des problèmes des personnes handicapées qui, peu à peu, imprègne le public : le comportement de gêne ou de pitié fait place de plus en plus à une attitude positive de compréhension et de solidarité.

SWITZERLAND

SUMMARY OF MISS S. BLANC'S SPEECH

In Switzerland there are certain unusual factors to be taken into account when national campaigns for the handicapped are organized. For example, a population of five-and-a-half million is divided into four socio-linguistic groups - German, French, Italian and Romansch. All publicity materials have to be specially adapted for each region and produced in the different languages, which increases the cost considerably. Swiss private initiative for the benefit of handicapped people has always taken the form of the provision of housing accommodation, special schools, sheltered workshops and social services. Before 1960, contributions from public authorities were meagre, but since that time there have been considerable improvements. The introduction of disablement insurance was a big step forward, and financial benefits have become available in other fields, but funds from private sources are still needed to help cope with sharply-rising costs.

Forty-two national collections by welfare associations have been officially authorized in 1977, seven being for the handicapped. There are, of course, many other unofficial and regional collections. Sufferers from rheumatism, Pro Infirmis, the Foundation for the Elderly, etc., also benefit from these public collections, as well as handicapped people.

Various methods are used in these fund-raising appeals; postcards, calendars, postage stamps, badges, and other small items are sold in the streets or by mail. Galas and fairs are also held. Door-to-door collections and sales have virtually disappeared. Press relations techniques such as press conferences, newspaper articles, radio and television broadcasts are used to promote these campaigns. Public information activities for the integration of disabled people into society are still only carried out during fund-raising appeals.

Pro Infirmis, a private non-profit-making organization created in 1920, is a good example of the state of affairs in Switzerland. It has twelve affiliated associations which are concerned with such forms of handicap as defective hearing, blindness, speech difficulty, epilepsy, mental handicaps, etc. Pro Infirmis represents the interests of its associations when dealing with the federal authorities, disablement insurance, social services and other private Swiss organizations. Although it receives an important government subsidy, it still has to cover a large part of its expenses by its own fund-raising efforts. Pro Infirmis has been a pioneer since 1935 in the use of most forms of public collection which are employed today. But, with the passage of time, Pro Infirmis has been obliged to perfect a new publicity theme for the annual sale of postcards, and to produce a new public relations strategy. These changes are partly the result of increased expenses and the multiplicity of collections, but they are also due to the change in mentality, especially among the professional people, for whom a disabled man is no longer a "sheltered person" but a real partner. The work of Pro Infirmis needs to be kept in the public eye throughout the whole year, and not simply during the four weeks of the fund-raising appeal.

The programme for the sale of postcards during the Spring of 1977 consisted of the placing of posters in the streets throughout the country, and the reception of representatives of Pro Infirmis and handicapped people by the new President of the Confederation. This latter event received wide press coverage, and hopes were expressed for a better integration of handicapped people into society. The press conference in Berne to launch the sale of postcards was under the Chairmanship of M. Nello Celio, an ex-President of the Confederation. The campaign was extended by a series of regional galas and various local events for the benefit of Pro Infirmis. In Zurich alone, a huge fair organized by the local press produced a collection of